

VILLAGE OF WILSON, NY

NYMS TECHNICAL ASSISTANCE

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DOWNTOWN DESIGN GUIDELINES

PART 2
FACADE & STREETScape
RECOMMENDATIONS

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MARKET ANALYSIS SNAPSHOT

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These guidelines were produced with funds from the NYS Homes & Community Renewal and Housing Trust Fund Corporation.

SHARS ID# 20240270



VILLAGE of WILSON
DOWNTOWN DESIGN GUIDELINES



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VILLAGE OF WILSON, NY DOWNTOWN DESIGN GUIDE



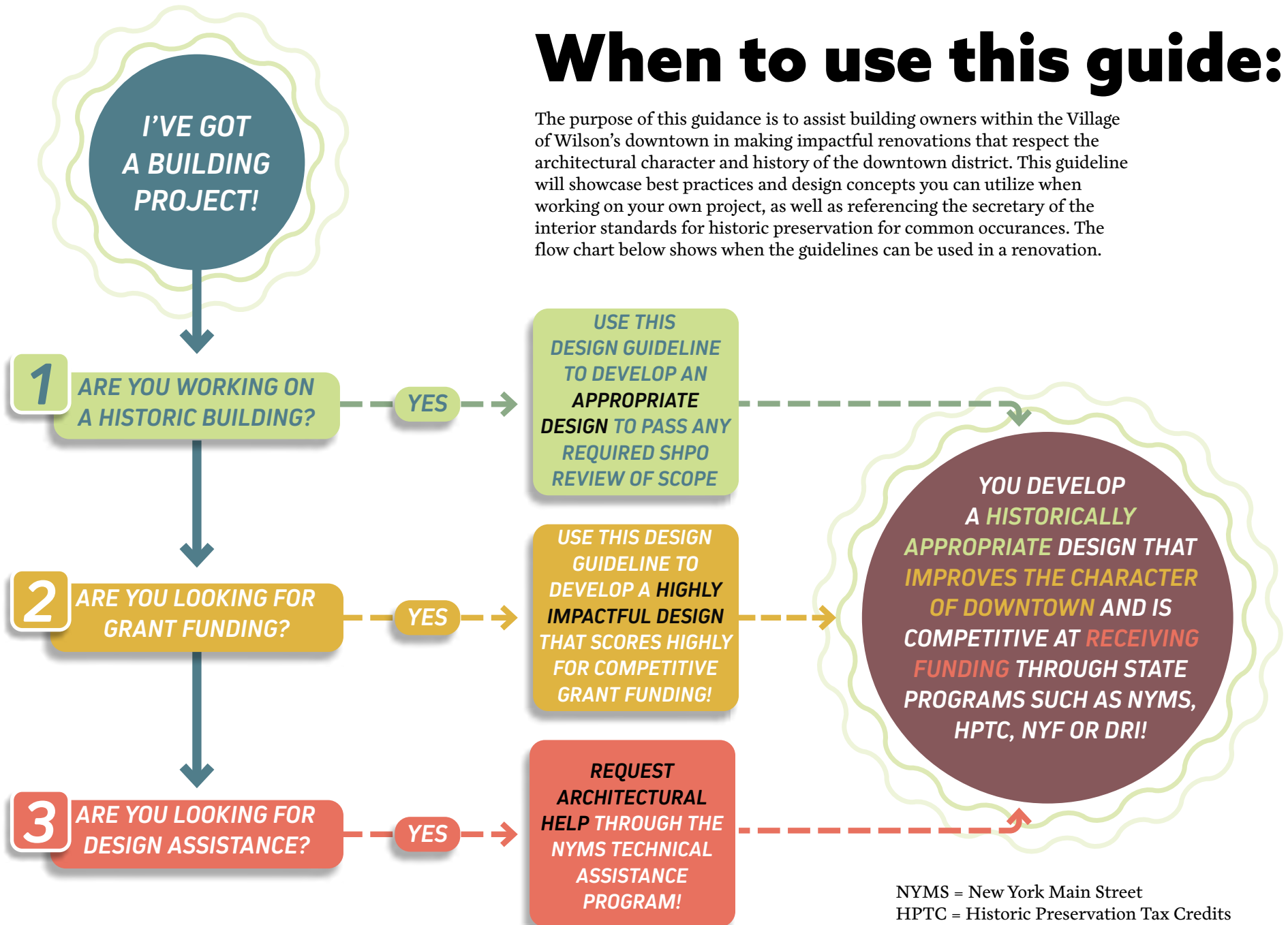
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When to use this guide:

The purpose of this guidance is to assist building owners within the Village of Wilson's downtown in making impactful renovations that respect the architectural character and history of the downtown district. This guideline will showcase best practices and design concepts you can utilize when working on your own project, as well as referencing the secretary of the interior standards for historic preservation for common occurrences. The flow chart below shows when the guidelines can be used in a renovation.



NYMS = New York Main Street
HPTC = Historic Preservation Tax Credits
NYF = New York Forward
DRI = Downtown Revitalization Initiative

Typical Blight Conditions

Historic buildings were initially built with the idea of longevity and adaptability over time; becoming decades long investments into the economic viability of a community.

Simple forms and layouts have made them easy to convert from one use to another as economic forces and housing needs changed over the past century. Over time, the original characteristics of many traditional building facades have become altered by poorly applied or inappropriate materials, finishes, or alterations to openings.

For people preparing to renovate historic buildings, the following guidelines will provide the tools you need to evaluate the historic character of your building, and develop renovation projects that enhance and respect that character.

A few common blight issues for historic buildings are:

Loss of form or character

Deferred maintenance

Undersized replacement windows

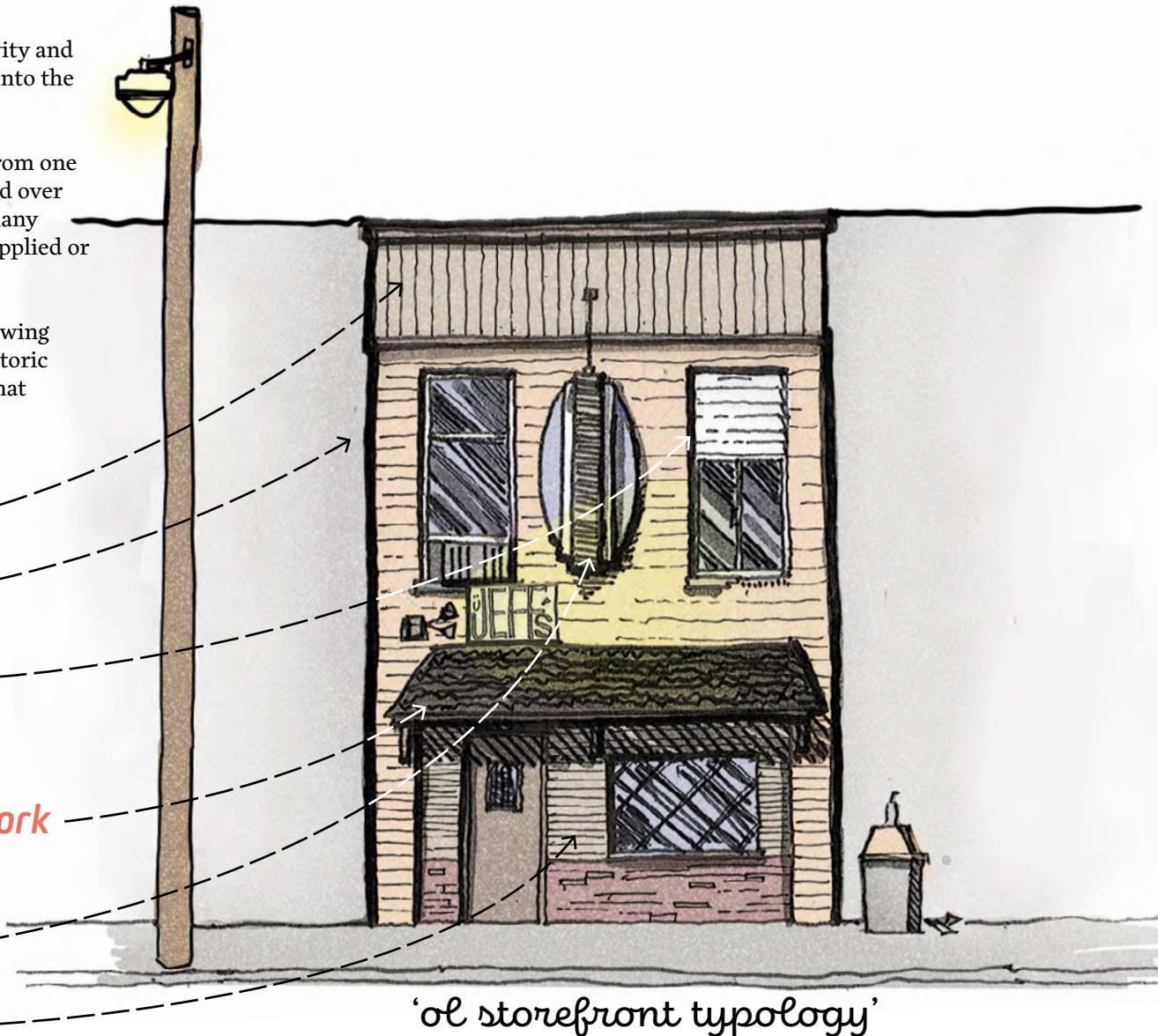
Tenant clutter

Loss of character and heritage millwork

Damaged cladding materials

Inappropriate signage

Inappropriate and false materials

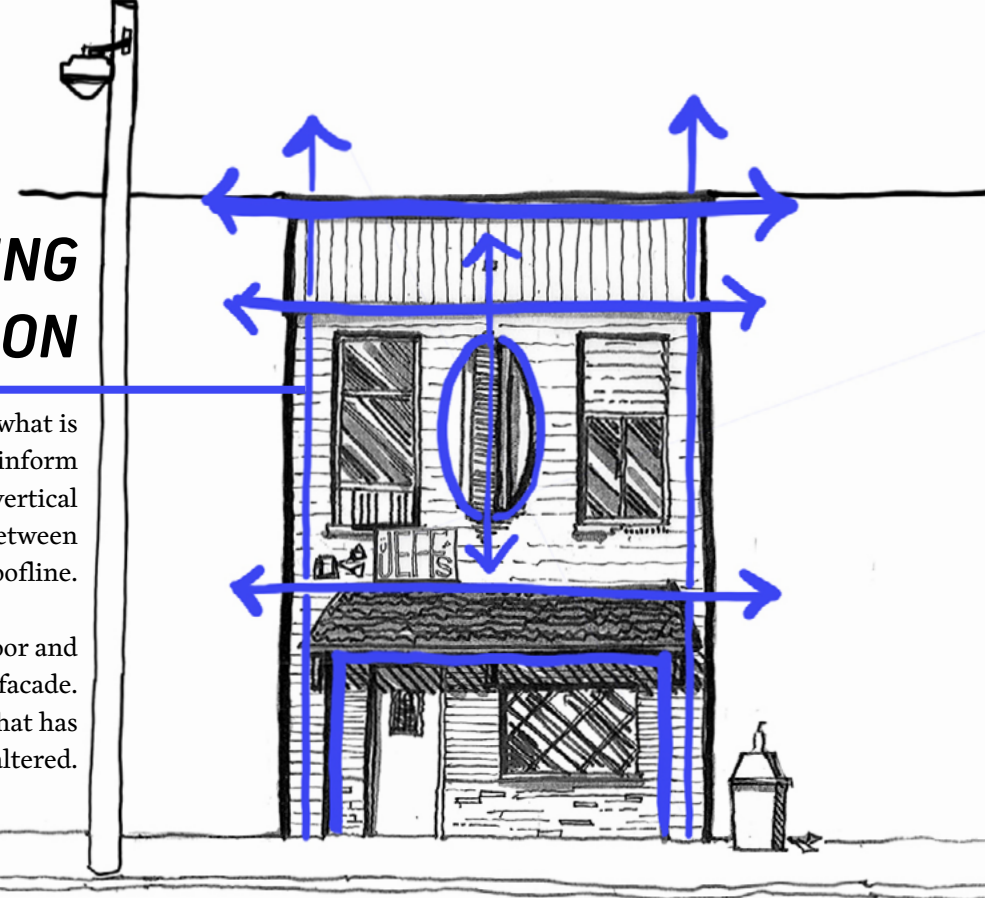


The 'ol storefront typology' presents an exaggerated storefront showcasing many of the characteristics and problems common to the downtown. The following steps illustrate what to look for on existing facades, and what can be renovated to restore their historic integrity and enhance commercial appeal.

STEP 1: EVALUATE THE BUILDING FORM AND COMPOSITION

The best starting point for facade recommendations is to begin with what is already there - finding the organizing principles and guidelines that inform the composition of the design. In most cases, this is a simple grid of vertical lines that run like columns between openings, and horizontal lines between the first and second floor, and at the roofline.

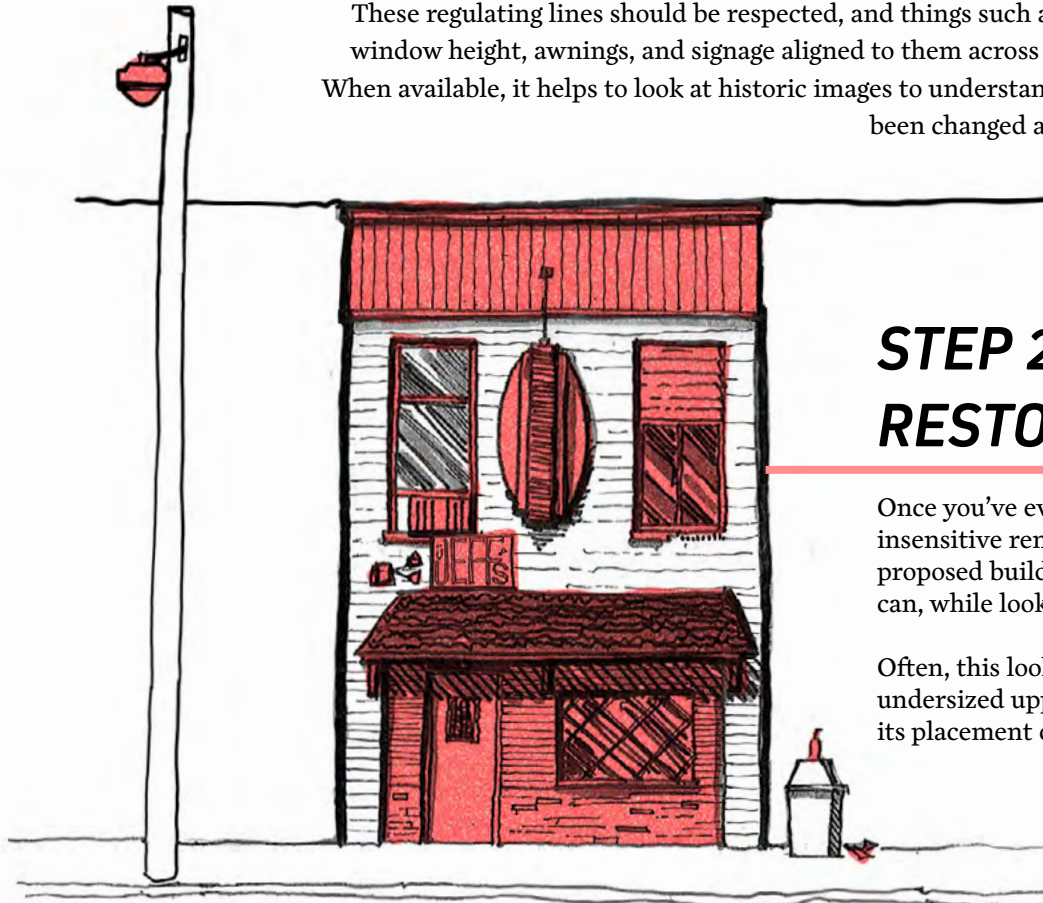
These regulating lines should be respected, and things such as door and window height, awnings, and signage aligned to them across the facade. When available, it helps to look at historic images to understand what has been changed and altered.

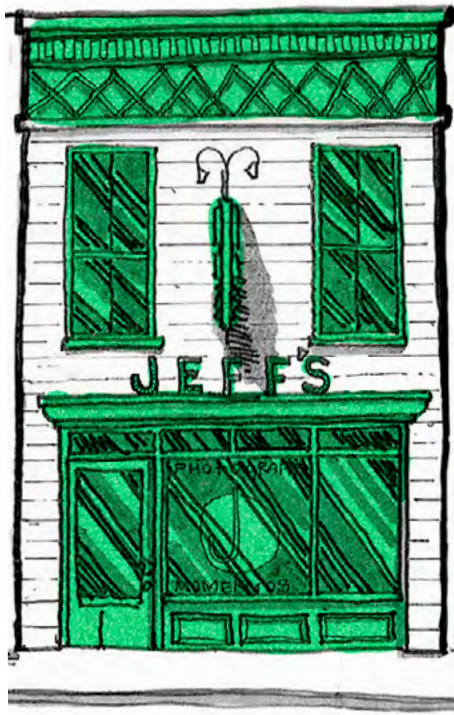


STEP 2: FIND OPPORTUNITIES FOR REPAIR, RESTORATION, AND IMPROVEMENT

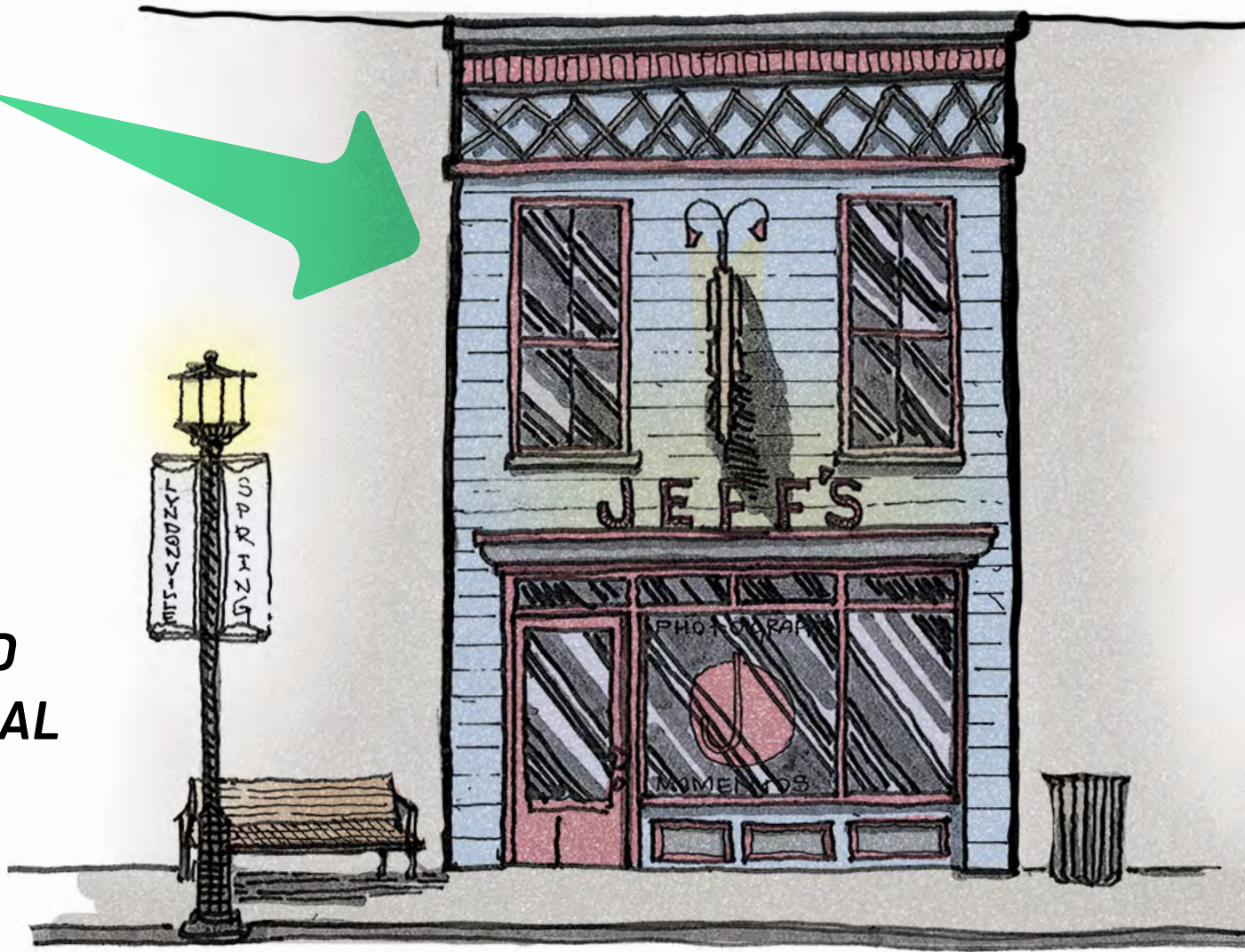
Once you've evaluated the building for its original form and composition, you'll clearly see how insensitive renovations may have covered up or altered the original design of the building. Your proposed building renovation should find ways to restore as much of the original character as it can, while looking forward and ensuring investments have the lifespan of the building in mind.

Often, this looks like replacing storefront window openings to their original size, restoring undersized upper floor windows, repairing cornices, and providing signage that makes sense for its placement on the building and its visibility needs.





STEP 3: REPAIR AND RESTORE THE ORIGINAL FACADE INTENT

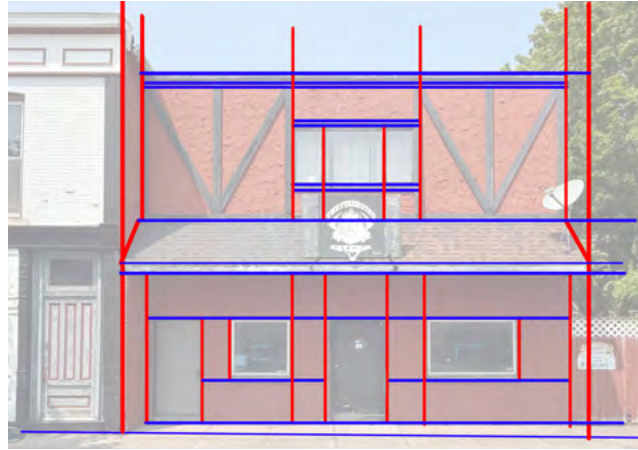


In this example:

- A new cornice with similar proportions as the original was added at the roofline and above the storefrontage.
- Commercial storefronts were renovated to their full original size to maximize visibility and daylight into the spaces.
- Undersized upper floor windows were replaced with full size windows of appropriate material and detail, maintaining traditional scale and rhythm
- Inappropriate and non-original materials were removed from the building, and new finishes were selected to match the methods in initial construction.
- The relative flatness of the pedestrian zone and signage was redesigned to provide depth, material, scale, and transparency into the commercial frontage.



**STEP 1: EVALUATE THE BUILDING
FORM AND COMPOSITION**



**STEP 2: FIND OPPORTUNITIES FOR REPAIR,
RESTORATION, AND IMPROVEMENT**



**STEP 3: REPAIR AND RESTORE THE
ORIGINAL FACADE INTENT**

SAMPLE FACADE

The following sample was developed to illustrate how a vacant building with a large setback could improve transparency into and connection to the public realm.

In this example, large folding windows allow the interior to open up to the downtown, with a covered ramp up to grade improving accessibility into the building.

Note: These samples were developed to show concepts in the guidelines without consideration for the existing use.



FINAL STEP: MAKE IT YOUR OWN!



SAMPLE FACADE

The following sample was developed to illustrate how one could improve the materiality of a facade through removing inappropriate residential materials like vinyl. The proposed renovation also includes larger storefront windows to restore the facade's original transparency.

External lighting is provided for modest but appropriate signage, along with an elongated porch to provide outdoor covered seating.

Note: These samples were developed to show concepts in the guidelines without consideration for the existing use.

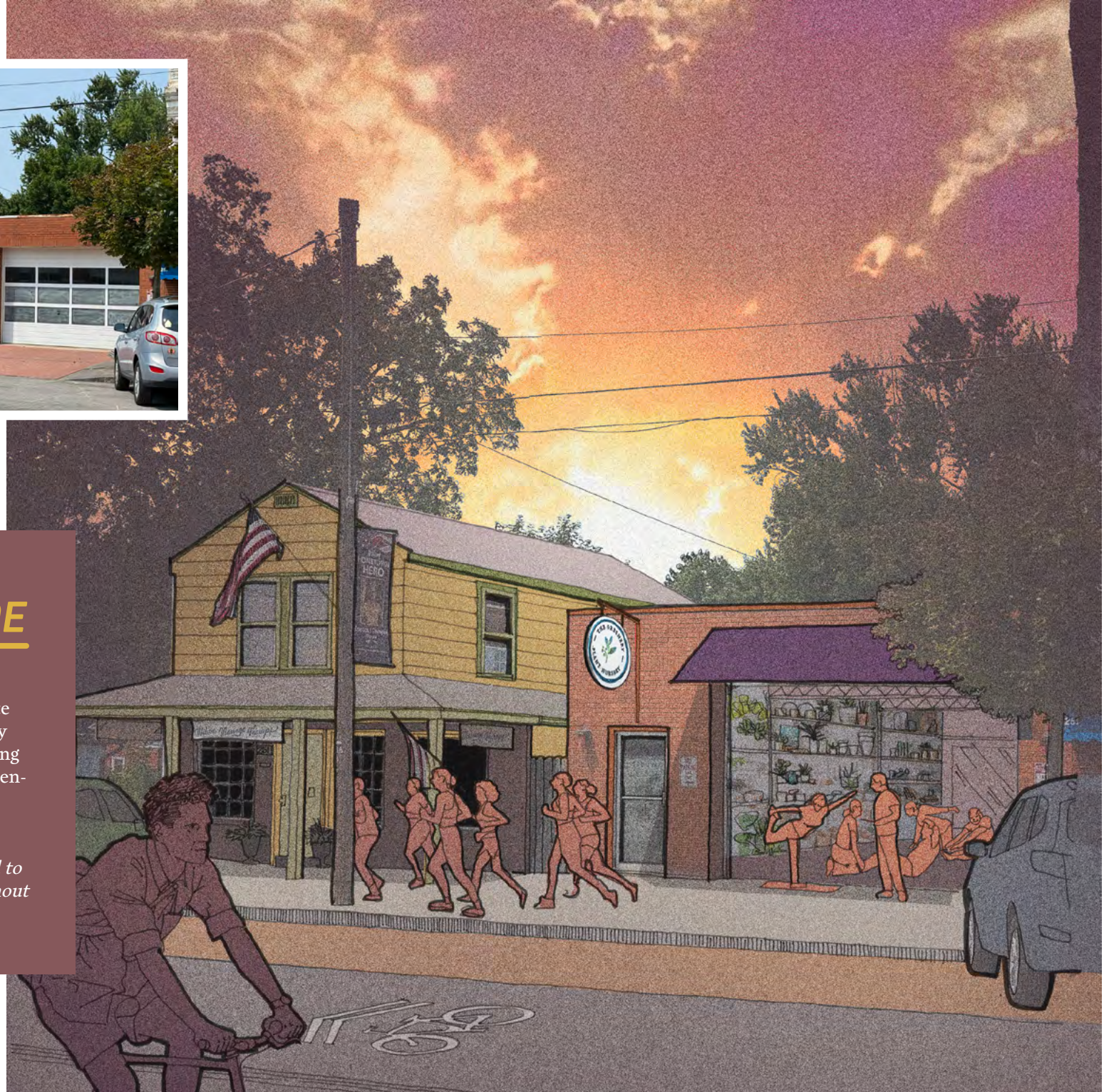




SAMPLE FACADE

The following sample shows how adaptive reuse projects can invigorate a downtown streetscape with activity by finding creative ways to use existing buildings. In this example, a large open-front garage is used as an open gym with seasonal outdoor activities.

Note: These samples were developed to show concepts in the guidelines without consideration for the existing use.





SAMPLE FACADE

The following sample showcases materiality and transparency in action; with the original brick details at the cornice restored and repaired to showcase the buildings original architectural detailing, and the storefront being renovated with larger full size windows and transoms to allow more light and views into the commercial frontage.

Note: These samples were developed to show concepts in the guidelines without consideration for the existing use.



SECRETARY OF THE INTERIOR STANDARDS FOR HISTORIC REHABILITATION



1. To be used, a property should require minimal change to the defining characteristics of the building and its site and environment.
2. The historic character of a property shall be retained and preserved. The removal of historic materials or alteration of features and spaces that characterize a property shall be avoided.
3. Each building is a snapshot of a specific time and place - don't copy other building's detailing or create false historical elements.
4. Most buildings will change over time; those changes that have acquired historic significance in their own right shall be retained and preserved.
5. Distinctive features, finishes, and construction techniques or examples of craftsmanship that characterize a property shall be preserved.
6. Deteriorated historic features shall be repaired rather than replaced. When replacement is unavoidable, the new feature should match the old in design, color, texture; and when possible - materials.
7. Chemical or physical treatments, like sandblasting, that cause damage to historic materials shall not be used. The most gentle surface cleaning technique should be used and only if it is appropriate.
8. Significant archaeological resources affected by a project shall be protected and preserved. If such resources must be disturbed, mitigation measures shall be undertaken.
9. New additions, alterations, or related new construction shall not destroy historic materials that characterize the property. **The new work shall be differentiated from the old and shall be compatible with the massing, size, scale, and architectural features to protect the historic integrity of the property and its environment.**
10. New additions and adjacent or related new construction shall be undertaken in such a manner that if removed in the future, the essential form and integrity of the historic property and its environment would be unimpaired.

In order to protect the historic integrity still preserved (and often hiding) in places all across the United States, the Secretary of the Interior has developed a set of standards. These are used by the state preservation office when assessing projects proposed to receive funding. These guidelines are used to ensure that proposed changes do not adversely impact the historic characteristics of a building or place.

A few "rules of thumb" from the list are as follows:

- Retain defining characteristics
- Preserve historic features
- Do not create false historical features
- Restore instead of replace
- New additions be noticeably different from the original structure.

Are you seeking approval from the local historic review board? Applying for historic rehab tax credits? Seeking funding through a DRI, NYForward, or NYMS program?

If yes to any of these; you need to follow these standards.

SECTION 2

STOREFRONTS

Visual access is the most important feature of a storefront - both new or old. By providing clear views inside a commercial space, neighbors and customers can see and be seen engaging within their own community economically and socially.

Downtown mixed-use buildings were primarily built around the principle of long life - loose fit. Large window openings allowed a showcase of merchandise and open, well ventilated and daylit interior spaces. Small details like millwork around windows and doors with pops of paint would provide visual interest at the street level for walking locals. Signage was simple and effective, and transparency was king.

When looking at how to improve your own commercial storefront, a good starting point would be to follow this line of questioning:

- Is my storefront visually interesting with its architecture or materials? Could I enhance what is there?
- Is my storefront communicating that my business is open, safe, and attractive?
- Am I providing transparency within to see and be seen?

By maintaining transparency into your business, you can quickly communicate to the public you are safe, open, and inviting.

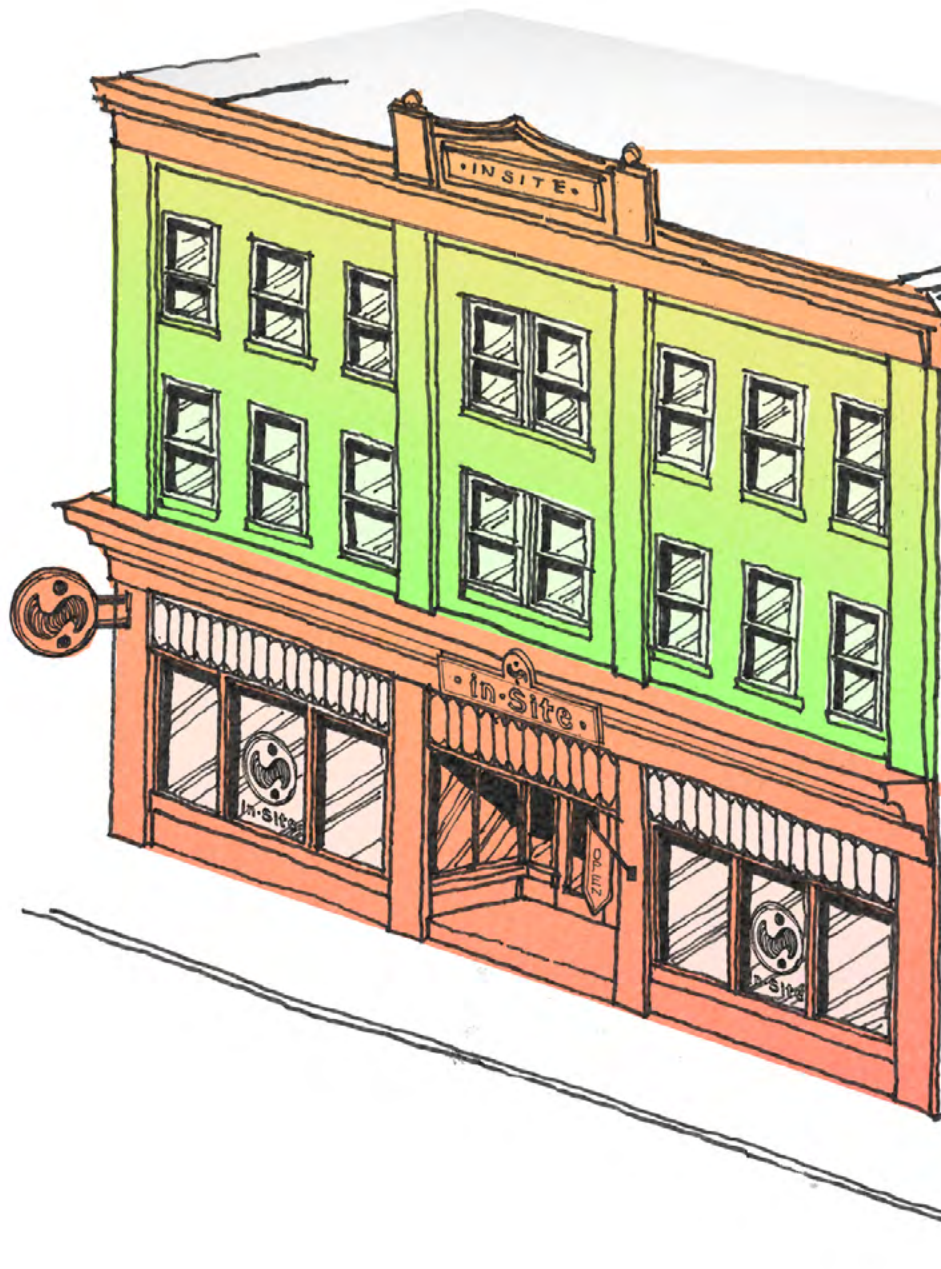
Avoid using displays and signs that prohibit views in and out, including large shelving units with their backs facing the window.

Blinds and window tinting should be discouraged over the use of awnings and fixed shading options that create exterior gathering spaces.



FACADE DESIGN TOOLS:

HIERARCHY



Cornice // Top

Historic downtown buildings often had intricate wood, pressed metal, and masonry cornices at the top of their roofline to create visual interest, display a name or date, and complete the composition of the facade.

Body // Middle

The body of downtown buildings will often be a consistent material; such as wood siding, bricks and masonry. Structural systems will be expressed via uninterrupted vertical bands where columns occur, providing organization for rows of windows to punctuate evenly across the surface of the facade. The goal of the middle is not to overshadow the visual interest of the storefront; but to compliment modestly.

Storefront // Bottom

The most important, functional, and visually interesting element of a facade should always be the storefront. It's where residents enter with groceries to upper floor apartments - it's where customers make first judgements on your store - and it's what visitors gauge the health of the local economy on!

At this change of materiality, storefronts should provide interesting detailing as a visual break between the upper floors, where craft and care show investment and love for the building and downtown.

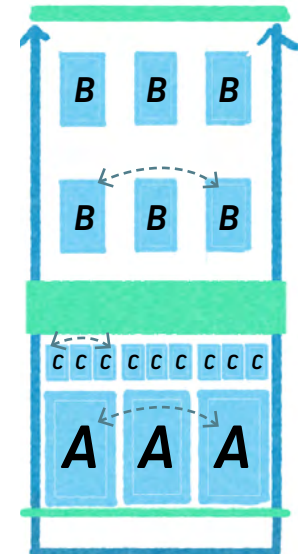
FACADE DESIGN TOOLS:

SCALE & RHYTHM



Scale

Scale refers to the how changing the size of elements on a facade can help to reinforce hierarchy and visual importance. In this example, solid and void create a sense of scale that reinforce the transparency of ground floor commercial and the privacy of upper floor residential.



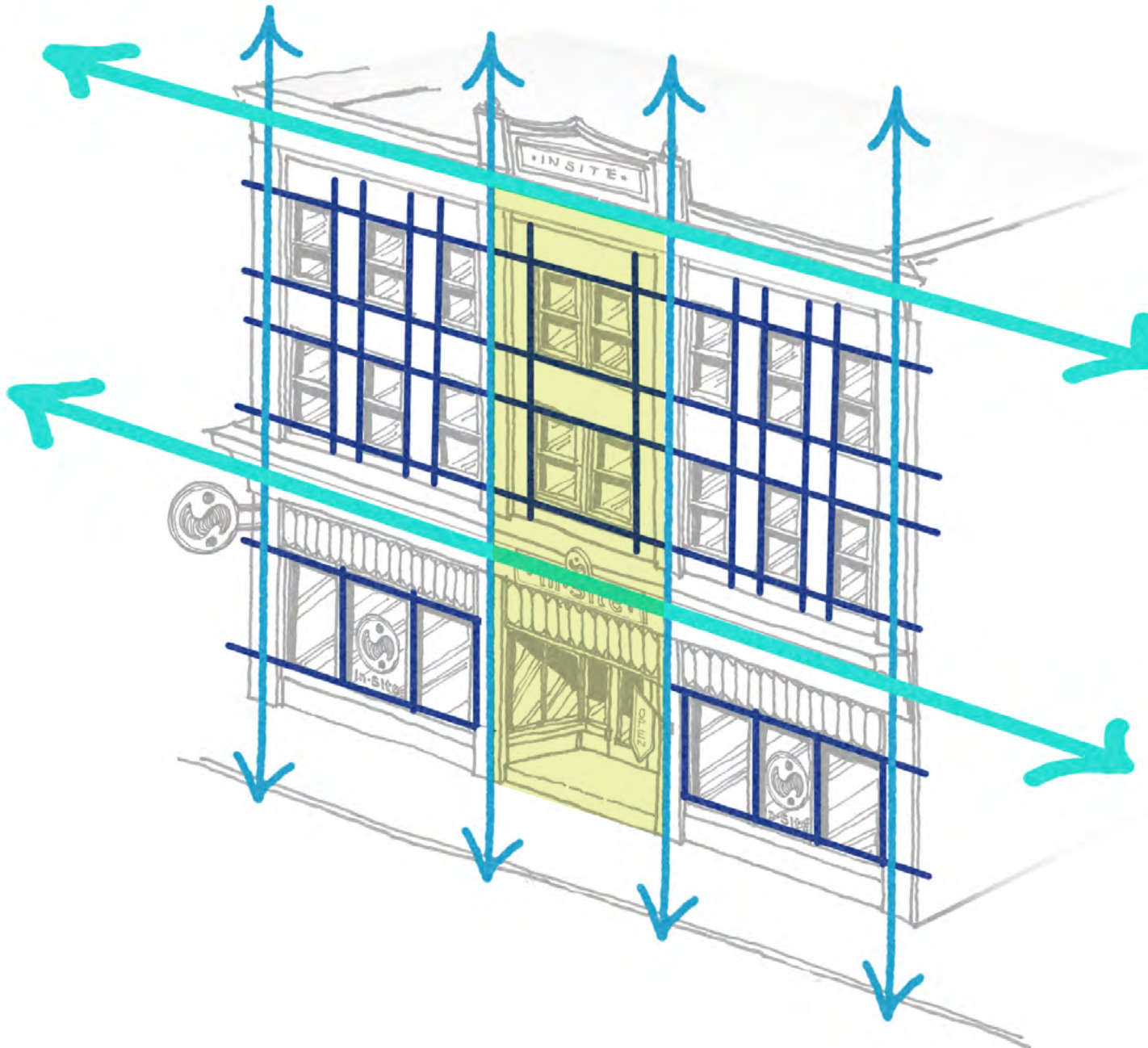
Rhythm

In architecture, rhythm refers to the repetition of patterns of elements on a facade and how they are organized to create visual harmony and balance between the lower and upper portion of the building.

In this example, one bay of the facade is diagrammed to show its three part storefront window system, and how the transom and upper floor windows, despite being much smaller, are still organized into three-part groups.

FACADE DESIGN TOOLS:

ALIGNMENT



Alignment

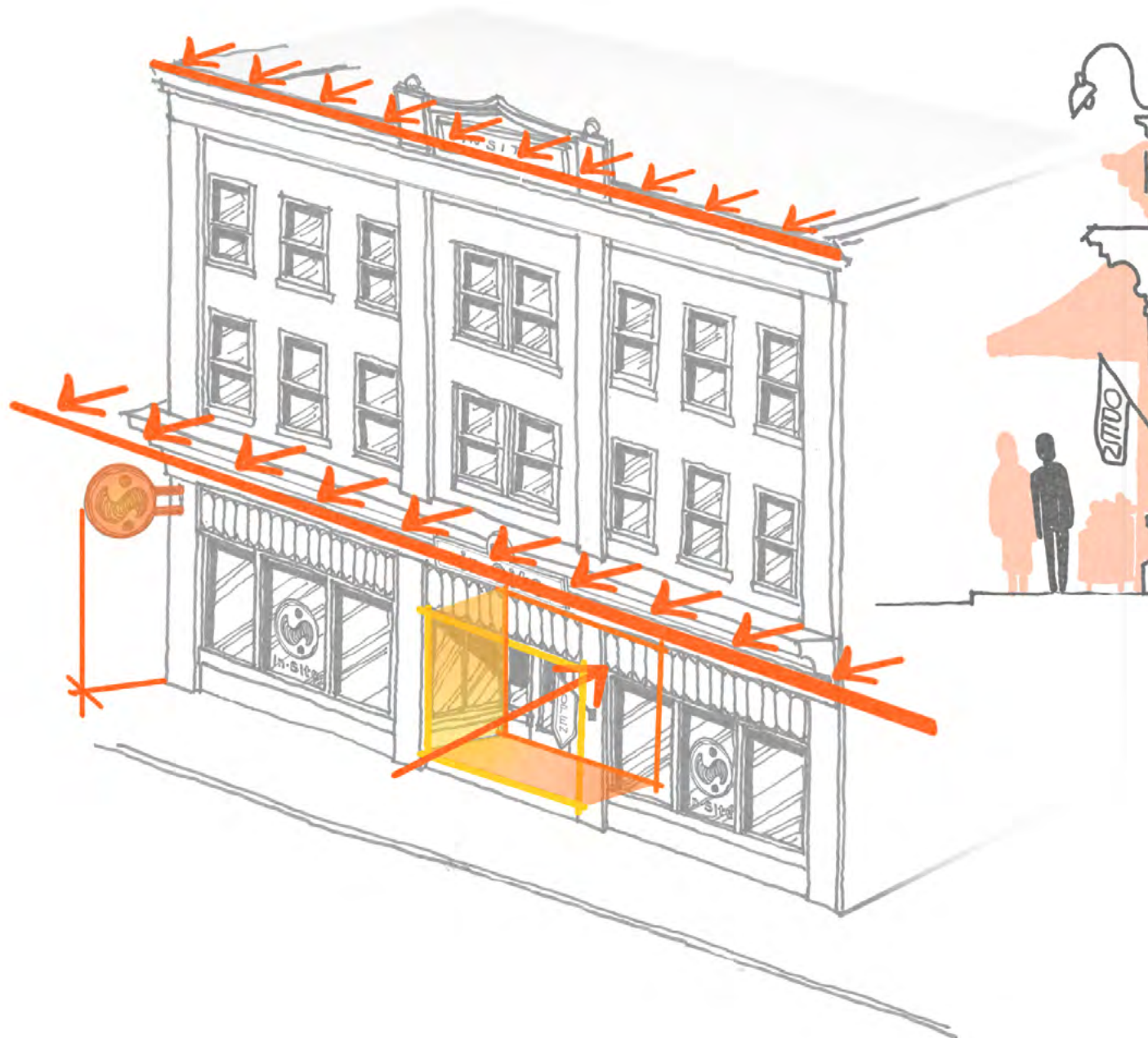
On facades, alignment is one of the most universal tools for creating visual harmony amongst elements of a composition.

Upper Floor Windows

Typically aligned in neat and orderly rows to create a simple texture of punctuated openings across a surface. In situations where variation in size occurs among elements, it will often be placed at entries or to denote a function of the building.

In this example, the left and right bays of the facade both have a series of three windows aligned at the upper floor. However in the central bay, there are two window units. This difference highlights the entry of the commercial storefront also being in the central bay.

DEPTH



DEPTH

One of the most critical tools for storefronts to garner the attention of passers-by and pedestrians is to provide depth along the ground level.

Rich detailing on masonry and millwork can showcase historic craftsmanship. Cornices break up the transition from storefront to upper floors, and can be painted into a rich and interesting color scheme that compliments its materials.

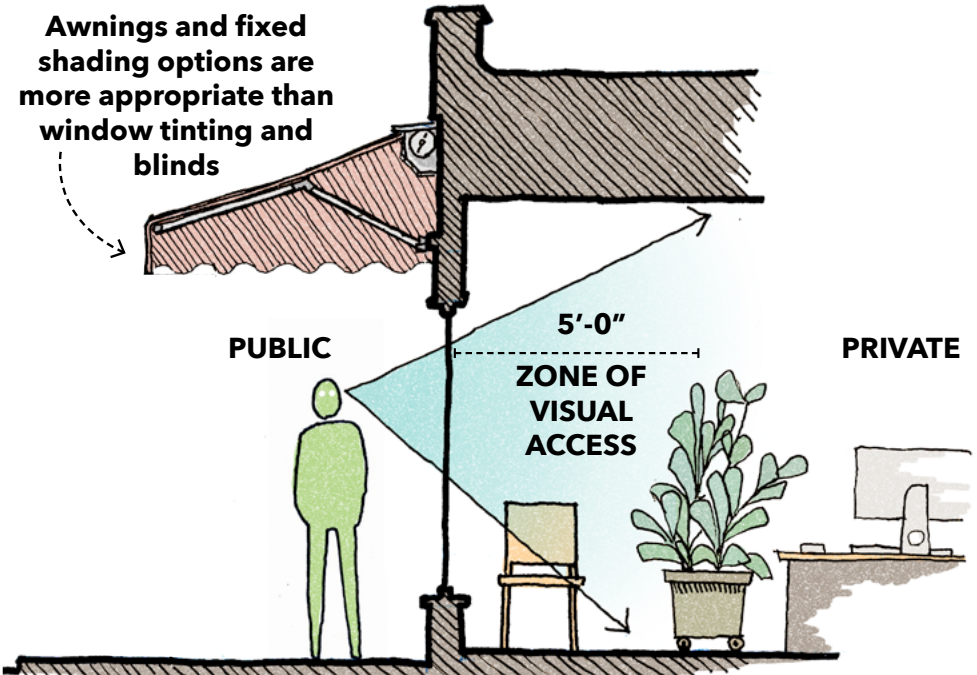
Depth can look like open flags flapping in the breeze over small flower pots and outdoor displays. Or long gooseneck lights careening out and illuminating brass lettering on a signboard. Pedestrians pausing during a short rainstorm in a recessed entryway also is utilizing depth.

Many facades - over the years as materials fail and are replaced - have lost their depth in lieu of flat, short life-span plastics and composites that, while protecting the envelope of the building, look inappropriate at best and an eyesore at worst.

Historically, downtown was a place for people, and the buildings were significantly more “lived in” than they are today. The density of people living in upper floor apartments created a demand for goods and services on ground level units that provided ample investment into facades, signage, interiors, and many of the architecturally significant features we cherish today.

As downtown economies moved away from goods and services to food and entertainment, and upper floor apartments went vacant due to population shifts - the generational investment needed to maintain or update buildings can often be impractical to current owners.

The best way downtowns have been able to navigate towards revitalization is by investing in their storefronts, and promoting a high level of quality and craft so that the downtown acts as a destination, with uniformity in how buildings enhance and preserve their unique architectural elements.



Using privacy panels and screening can allow visual access into the public areas of an office, with private areas hidden from view. Make sure panels are 5' or more from windows.

In the case of ground floor office and professional spaces, things like waiting rooms and communal areas should be kept up front. The use of low walls, screens, and plants can help to create a sense of privacy for workers further inside the building, while not entirely blocking views.

At night, storefronts should be modestly lit from the interior to provide ambient light and safety to the pedestrian realm, as well as showcasing products and displays to the public. Lighting should be selected to optimize the display of goods or services being sold within the business, as well as customer comfort.

This large, flat, uninterrupted space above the storefront windows used to be a transom window, bringing light deep into the space. When impractical to replace with windows, they often can make great signage or awning zones.



When renovating storefronts, don't replace full size windows with smaller residential windows, or use darkly tinted or reflective coatings.



Create and maintain large, glass, street-level storefronts with transparency at the frontage. Limit window signage to de-clutter views into the space. Recessed entryways offer protection from the elements.





Align the tops of windows and doors across a storefrontage to create visual order and provide a mounting point for lighting, awnings, and signage.



Windows

When selecting window packages, colors and sash profiles should be selected to compliment existing architectural character. Frame and sash profiles should be sized within existing window openings when possible - matching the size and dimension of any historic examples. Large openings should be broken up with smaller windows to create visual interest and repetition and avoid large uninterrupted surfaces.

Transom windows are typically horizontal bands of windows placed above the door height that continue across a storefront. These type of windows provide extra daylighting deeper into the storefront, as well as provide opportunities for signage, lighting, detail, and depth within the composition. Existing transom windows that have been removed or covered up should be restored when possible.

For commercial storefronts, use of wood or aluminum-clad wood windows is preferred. Anodized-aluminum windows can be specified to many historically sensitive colors, and dimensioned with appropriate sash and sill profiles.

Vinyl windows are prohibited for use in historic commercial renovations by the State Historic Preservation Office (SHPO). Vinyl windows are a residential product, typically come in limited colors, often have thin and flat sash profiles, and are less durable.

Windows that have been tinted or treated with reflective coating are also prohibited for historic renovations by the SHPO. Glazing should be transparent and allow for daylighting and visual access.

Environmental considerations should be made during the selection of window units. When needed, look for double paned insulated glass and provide thermal breaks to optimize energy performance within your commercial space. Avoid using inefficient window systems that increase air infiltration and decrease energy performance.

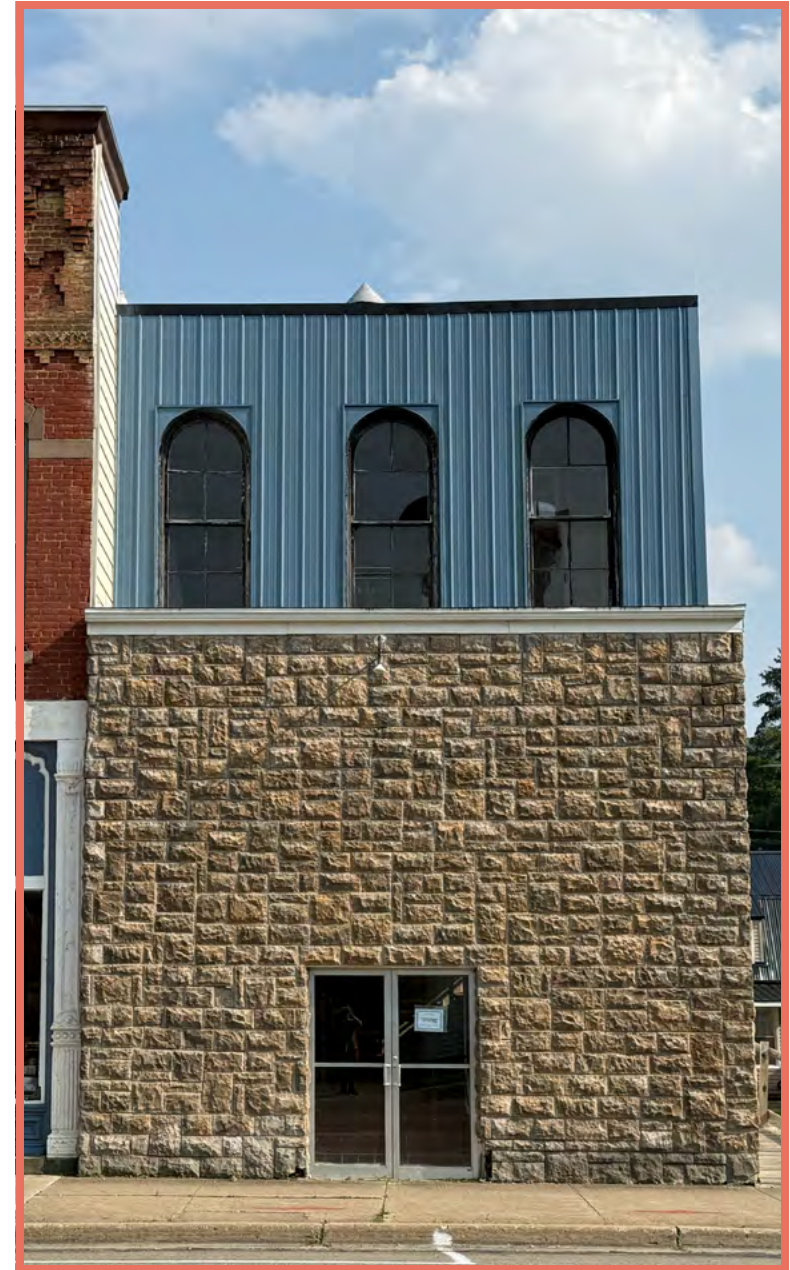


Traditional building typologies use scale, rhythm, and proportion to break up large facades with fenestration.

Historic windows can be restored and reused, and if cared for can last longer than modern windows! Modern interior storm windows can be added to increase energy efficiency.



Do not use inappropriate residential doors and windows on commercial frontages. Do not use undersized vinyl windows to replace full size ones.



Do not replace siding materials with inappropriate alternatives; wood siding should be replaced in kind with wood or manufactured dimensional alternatives



Renovated storefronts with modern window systems can still utilize scale and rhythm to create a repeating storefront pattern that is used across the storefrontage.



When possible, repair and restore transom windows and historic building signage.
(Please do it before it gets as bad as above!)



Maintain full size, transparent storefront windows to create attractive, airy, well lit interior spaces that are attractive to tenants and customers.



Doors

A door is the first interaction your customers will have with your business - so care should be taken to ensure a welcoming and inviting experience. Keep your door clean and well maintained.

Uninterrupted full-glass and half-glass doors allow for visibility in and out. Do not use blackout windows, or windows treated with reflective coatings that prohibit views within and without.

Exterior doors that lead to residential second floors may be stile-and-rail doors without glass.

The intention is that doors leading to upper floors should appear as "secondary" doors to pedestrians as compared to the full glass doors that lead to ground floor businesses. This hierarchy communicates to pedestrians which door is which in a subtle, unsigned way.

Transoms above doors should be restored to allow for light to enter into the stairway or storefront.

For standard commercial storefronts, doors should be wood or steel, and match the building in profile and character. Vinyl is not an acceptable alternative.

Under no circumstances should doors be covered by exterior rolling shutters or gates of any kind. These "safety" solutions only increase the appearance of crime without any regard for real statistics of commercial break-ins. Security alarms, cameras, and guards can offer alternative methods of alleviating crime that do not detract from the appearance or perceived safety of the area.

Commercial and residential entries should be different enough to distinguish their use.

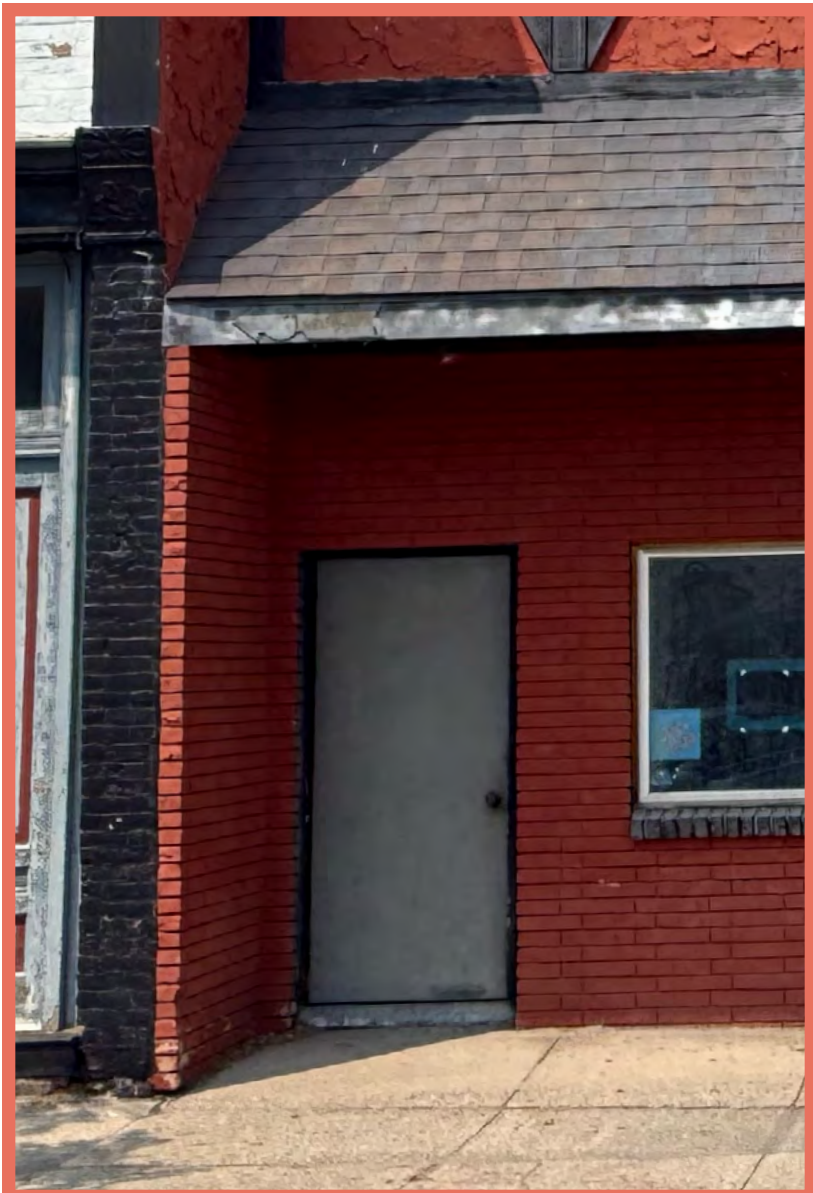




Scrape, repair, and repaint historic doors to maintain the historic integrity of your storefront. If the door has been removed, replace it with a full size replacement.



Avoid inappropriate residential styled doors you would see in a suburb as commercial entries.



SECTION 3

SIGNAGE

Signage is one of the most constantly changing elements of a building, being added and removed with each new commercial tenant. At its best; signage has the ability to enhance the existing architectural character of a building, showcase branding elements of the tenant, and communicate to customers where to go. At its worst; signage can cover up and detract from architectural characteristics, have too much cluttered branding, and confuse customers.

Before you begin to design your signage, you should step back and look at your building facade to begin to answer the following questions:

- What kind of space for signage is there on the building currently? Is there a signboard zone above the storefront? Do you only have large windows to use? Is there space for a projecting sign?
- How could my choice of signage enhance the architectural character of the building? Would a vintage carved sign be more fitting than modern back-lit lettering? Is there a historic sign that needs repair/re-purposing? What style and time period is your building?
- What elements of my branding or business can be reflected in the design? Could one of your brand colors be used in a new color scheme for the facade? Is there a logo that would make an amazing window decal? What's the least you can get away with?
- What do I need to actually communicate to my customers? Keep it simple! We live in a digital age - a good website and Google listing is much more important today than putting your phone number in bold on a sign. Try to keep things basic and stick to your name, tagline, and address if necessary.

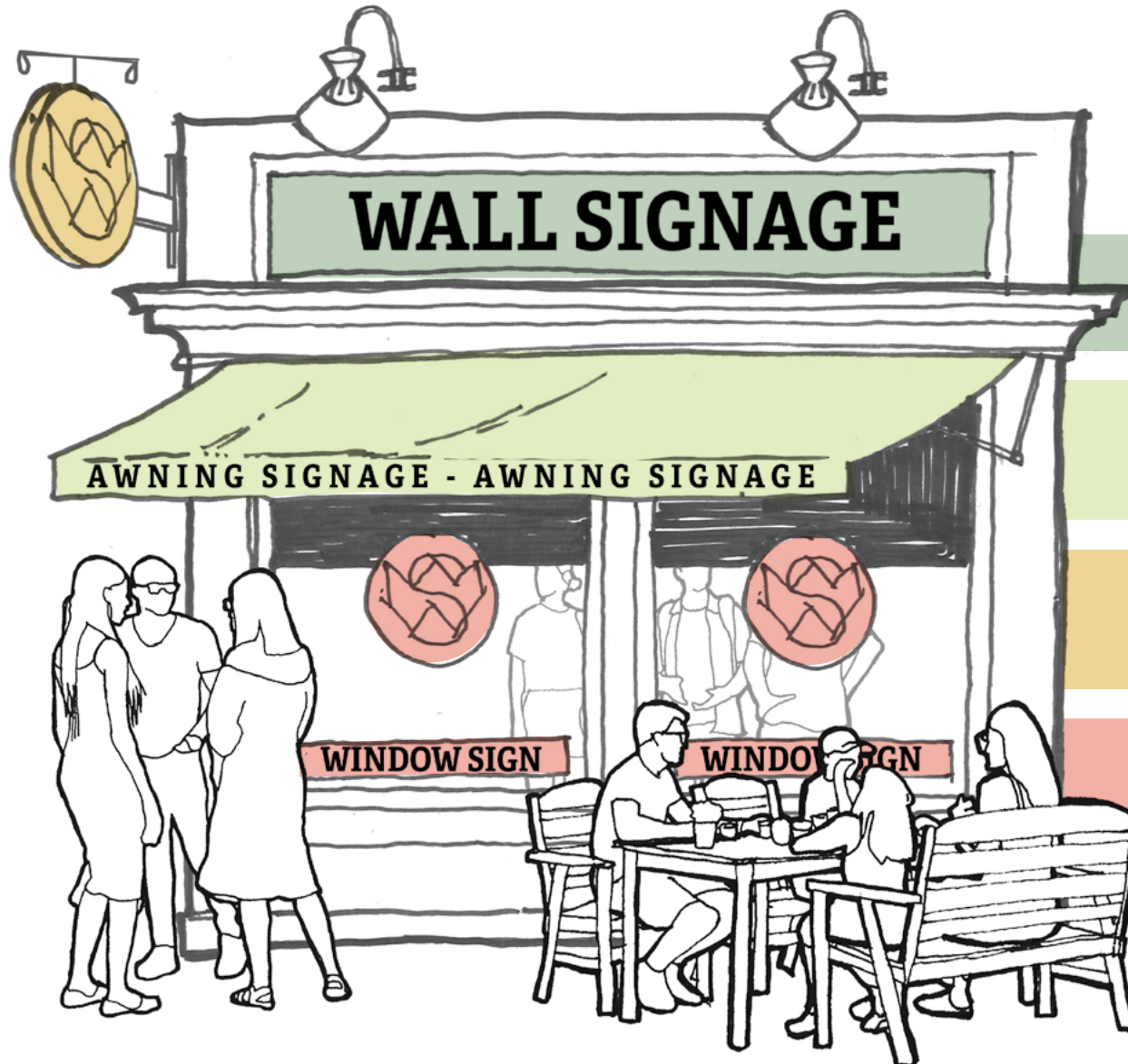


GENERAL PROVISIONS

The zoning laws governing downtown Wilson are summarized in the following section, with diagrams developed based on the provisions.

The general provisions of the zoning law allow each property owner to have 2 square feet of signage for every single lineal foot of building frontage, with a limit of 60 square feet. So for example: a 24' wide frontage would yeild 48sf of signage.

Signs can be illuminated, provided that they do not flash or shine directly into traffic or apartment windows. Signs must be built using durable materials and be kept in good working condition.



Wall Signage

Building mounted signage is a sign mounted to and parallel to the surface of a building.

Awning Signage

Awning signage is applied to a fabric or metal awning over windows or entry doors to a building.

Projecting Signage

Projecting signs are attached to the underside of existing canopies, or perpendicular to the face of a building.

Window Signage

Window signage is typically applied as a vinyl window decal or hanging sign.

DOWNTOWN SIGNAGE GUIDANCE

The following review was performed using the zoning law for the Village of Wilson, NY as of October 2025. All verbiage is taken directly from the existing law, with the sources cited. Areas without specific legal framework are highlighted, with suggestions written in.

Traffic Direction Sign		SOURCE
maximum area	6 square feet	§170-22 A(4)(b)(2)[a]
maximum height	3 feet	§170-22 A(4)(b)(2)[a]
FRONT YARD COMMERCIAL SIGNAGE		SOURCE
Maximum area for greenbelt signage	6 square feet	§170-22 A(4)(b)(2)[a]
Maximum area for non-greenbelt signage	3 feet	§170-22 A(4)(b)(2)[a]
Maximum height for greenbelt signage	30 square feet	§170-22 A(4)(b)(2)[b]
Maximum height for non-greenbelt signage	5 feet	§170-22 A(4)(b)(2)[b]
CENTRAL COMMERCIAL DISTRICT SIGNAGE		SOURCE
maximum area	2 square feet per linear foot of frontage - OR - 60sf	§170-22 D(2)
mounting height	Cannot exceed 25' tall or the height of facade	§170-22 A(5)
Maximum Extension	Suggestion: 48" from face of building	N/A
Minimum clearance	Suggestion: 7' - 6" from grade	N/A
Extension over Public R.O.W	Permitted only by village board of trustees	§170-22 A(4)(a)[1]
Vehicular Signage		SOURCE
Vehicular Signage maximum area	< 6 square feet to park in residential area	§170-22 A(6)
Driveway Sign (traffic Information)		SOURCE
Maximum Area	3 square feet	§170-22 A(8)
Maximum Height	3 feet	§170-22 A(8)

Wall Mounted Signage

Building mounted signage is defined as a sign mounted to and parallel to the surface of a building. Typically, an establishment only has one frontage - and needs only one wall sign. Buildings that contain multiple frontages may provide signage on both frontages.

The scale and placement of the lettering and sign board is important. Signboards above storefront windows or awnings should not cover second floor windows and should be in proportion with the overall height of the building. Signboard materials should be uniform with the storefront, with colors contrasting the lettering for legibility.

Only the business name should fit within the allotted signboard space; additional words and descriptions can appear as lettering on awnings or valances, window lettering, and perpendicular signs.

Do not place lettering or signboards within the second floor portion of the façade, and do not use lettering or signage that is over-sized for the particular façade.

Internally lit, plastic signage is discouraged, however raised letters can be back-lit. Raised, back-lit sign letters are allowed, however they should only be used if appropriate for the façade. Typical fascia signs should be lit from above via downlighting, spotlighting, or linear fixture. Fixtures should be directed away from upper floor residential windows, and avoid overlighting and glare.

Mounting height
cannot exceed 25'
or the height of
the facade



2 square feet of signage
per 1 lineal foot of frontage
(not to exceed 60sf)

CENTRAL COMMERCIAL DISTRICT SIGNAGE		SOURCE
maximum area	2 square feet per linear foot of frontage - OR - 60sf	§170-22 D(2)
mounting height	Cannot exceed 25' tall or the height of facade	§170-22 A(5)
Maximum Extension	<i>Suggestion: 48" from face of building</i>	N/A
Minimum clearance	<i>Suggestion: 7' - 6" from grade</i>	N/A
Extension over Public R.O.W	Permitted only by village board of trustees	§170-22 A(4)(a)[1]

Your signage should create a hierarchy of information - with the largest most legible portion being the name of your business.



Develop signage proposals that match and enhance the existing architectural features.



Dont cover upper floor windows with signage! It hides architectural character and prevents upper floors from getting daylight.



Signage should be designed to fit into existing spaces within the composition, aligned with window openings and other elements.

Projecting Signage

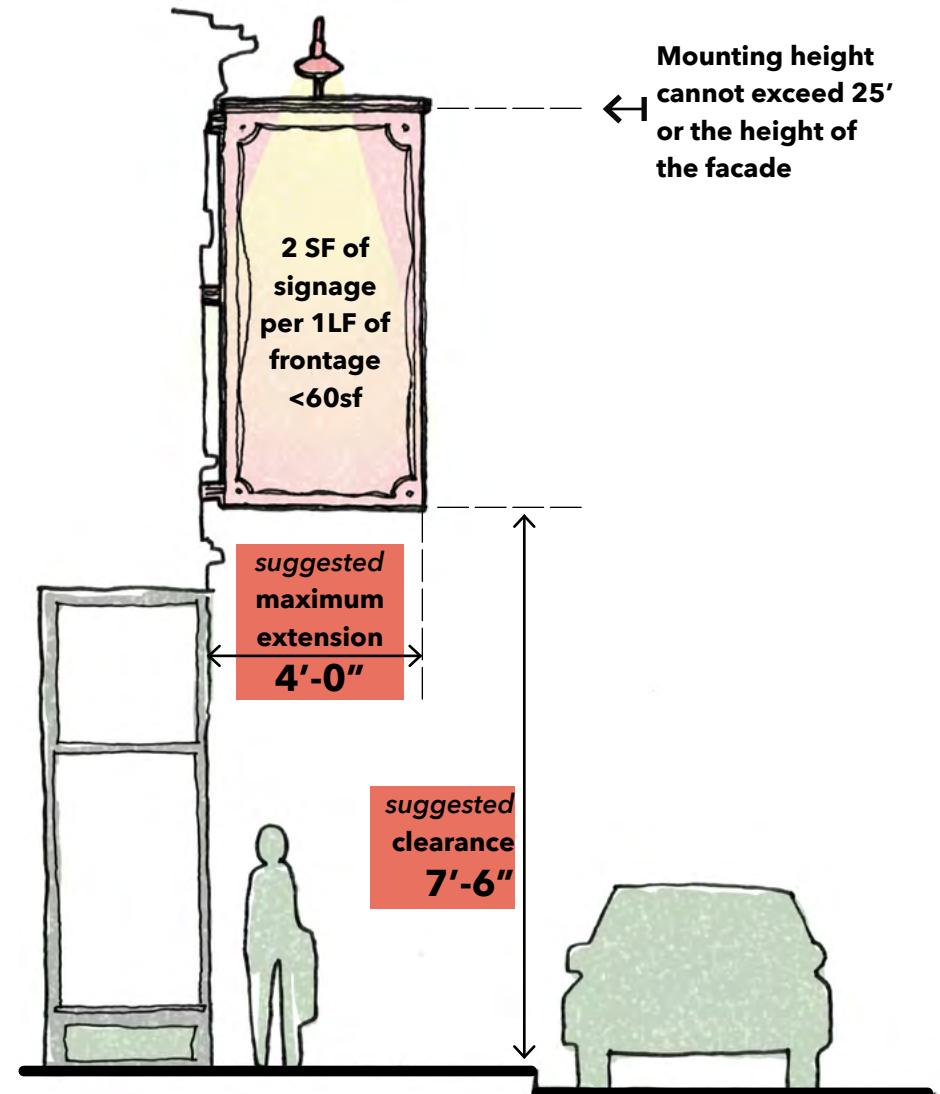
Projecting signs are two-sided signs that project outward from the exterior wall of a structure. They provide a great opportunity for pedestrian focused signage that can be seen as people approach a storefront from the sidewalk.

Projecting signage should only be used on ground floor commercial spaces, with a maximum of one per tenant. If you choose to propose a projecting sign, remember that the square footage cannot exceed 2 square feet of area per lineal foot of frontage.

The mounting point of a projecting sign should be at least 7'-6" from grade to minimize pedestrian interference. A strong, durable mounting bracket or arm must be used to avoid damage during high winds. For signs that swing freely and are hung, it is suggested that nylon washers (or similar) are used to avoid squeaking during movement. It is best to avoid signage that is overly heavy and strains the mounting arm under load.

Projecting signs should never be internally lit, and should only be lit from exterior fixtures. Dimensional carved signage is preferred for its historic appearance and legibility. The interplay of light and shadow on the depth of a dimensional sign provides more visual interest than a flat surface.

Care should be taken to not oversize signs - remember that the bigger you make the sign, the bigger your neighbor has to make theirs. Keeping signage at a smaller, more pedestrian oriented scale is highly encouraged. Perpendicular signage should also be coordinated with awnings to avoid collision.



CENTRAL COMMERCIAL DISTRICT SIGNAGE		SOURCE
maximum area	2 square feet per linear foot of frontage - OR - 60sf	§170-22 D(2)
mounting height	Cannot exceed 25' tall or the height of facade	§170-22 A(5)
Maximum Extension	<i>Suggestion: 48" from face of building</i>	N/A
Minimum clearance	<i>Suggestion: 7' - 6" from grade</i>	N/A
Extension over Public R.O.W	Permitted only by village board of trustees	§170-22 A(4)(a)[1]



Remember to coordinate colors, fonts, and styles among all of the different components of your signage.

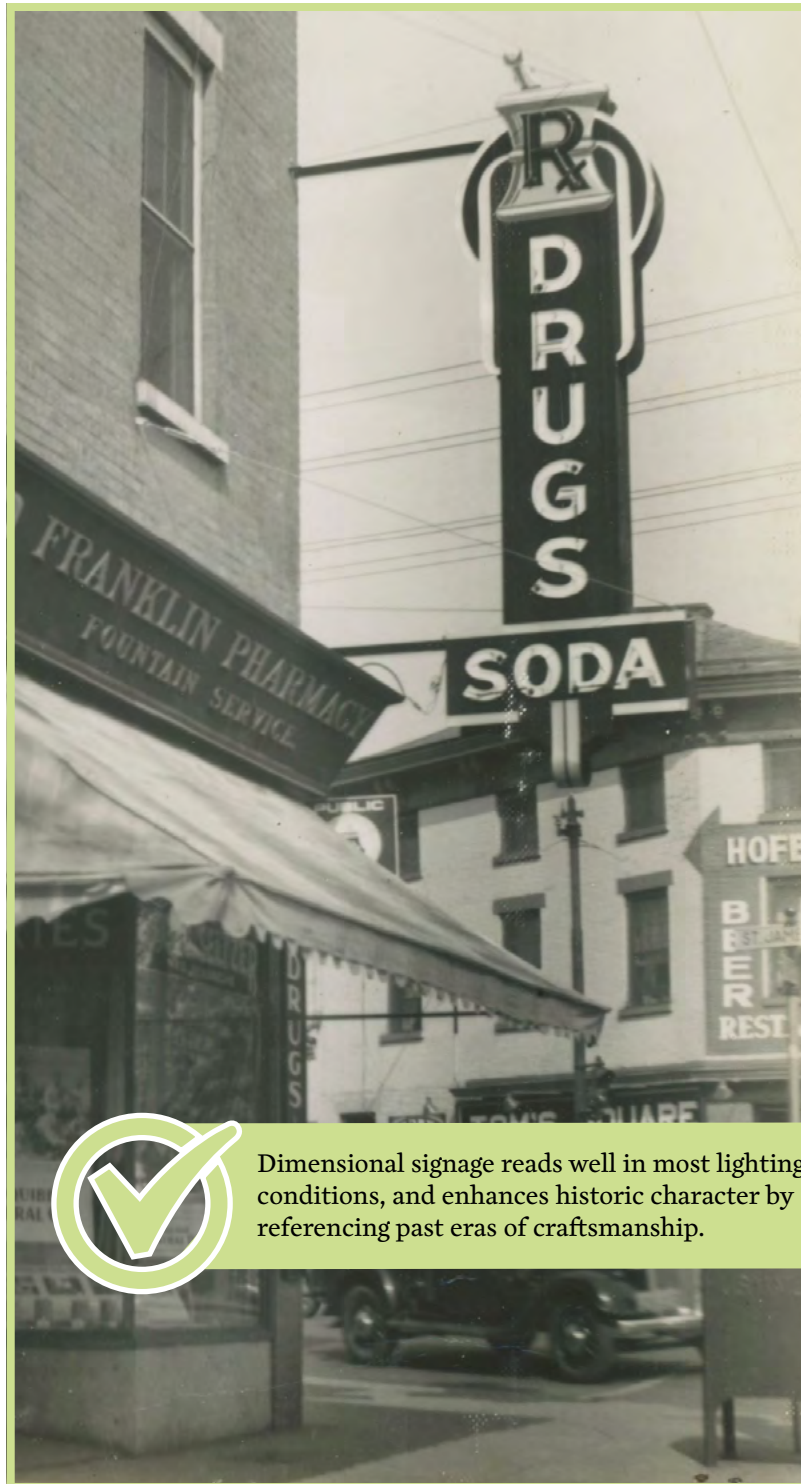


Coordinate the color of your awning fabrics, facade color scheme, and signage to appear as a cohesive package. Utilize inviting exterior spaces to attract customers.



Coordinate your branding so that it is consistent among all of your signage. Use decorative brackets and playful shapes.

Use sculpted signage to show your business in a more symbolic way.



Dimensional signage reads well in most lighting conditions, and enhances historic character by referencing past eras of craftsmanship.



Use dimensionally carved signage to improve legibility, depth, and craftsmanship throughout.



Small, pedestrian scaled open flags provide a visual cue shops are open.



Don't use internally lit plastic signs or signs with 3rd party branding as the primary focus.



Awning Signage

Awnings provide an opportunity to extend the storefront into the pedestrian realm and engage passers-by. It can be fixed, or operable - allowing for it to be rolled up during inclement weather or when not needed. It can even signify to the public that your shop is open, much like a welcome flag.

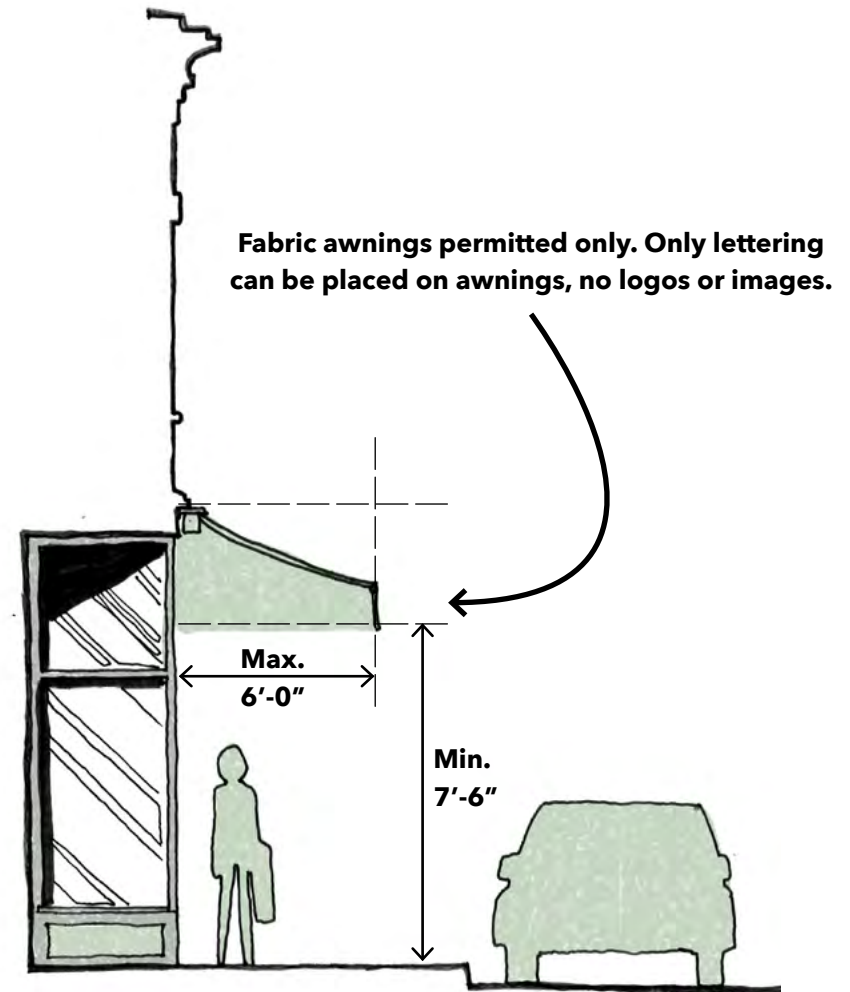
An awning sign is a sign printed on any of the surfaces of an awning, and is typically made of fabric. Lettering is most effective when printed on the valance or fringe of the awning.

It is encouraged to use fabrics and surfaces that are easy to clean - such as coated fabrics or contemporary metal canopies and awnings if a permanent solution is required.

Awnings are most useful on storefronts that face east, west, and south with regards to shading and protecting from glare. Depending on the season and time of day, you may want to shade your storefront from direct sunlight to avoid heating the space or causing visual discomfort to employees and customers.

Awnings should be sized relative to the openings they cover, and may have a triangular or curved profile. Avoid materials that simulate others, such as aluminum or plastic awnings that mimic fabric. Coordinate fabric awnings with the building's color scheme to highlight storefronts.

Awnings can be used to provide shelter for outdoor seating from both rain and sun, and is encouraged to provide a cozy, comfortable pedestrian environment.



CENTRAL COMMERCIAL DISTRICT SIGNAGE		SOURCE
maximum area	2 square feet per linear foot of frontage - OR - 60sf	§170-22 D(2)
mounting height	Cannot exceed 25' tall or the height of facade	§170-22 A(5)
Maximum Extension	<i>Suggestion: 48" from face of building</i>	N/A
Minimum clearance	<i>Suggestion: 7' - 6" from grade</i>	N/A
Extension over Public R.O.W	Permitted only by village board of trustees	§170-22 A(4)(a)[1]



Structured awnings and balconies can provide more permanent outdoor seating opportunities in places with a setback.



Use the valance of an awning as a substitute for wall signage if a signboard is unavailable.



Don't use backlit or vinyl awnings



Use awning colors to tie branding into the facade design with low impact to the building.



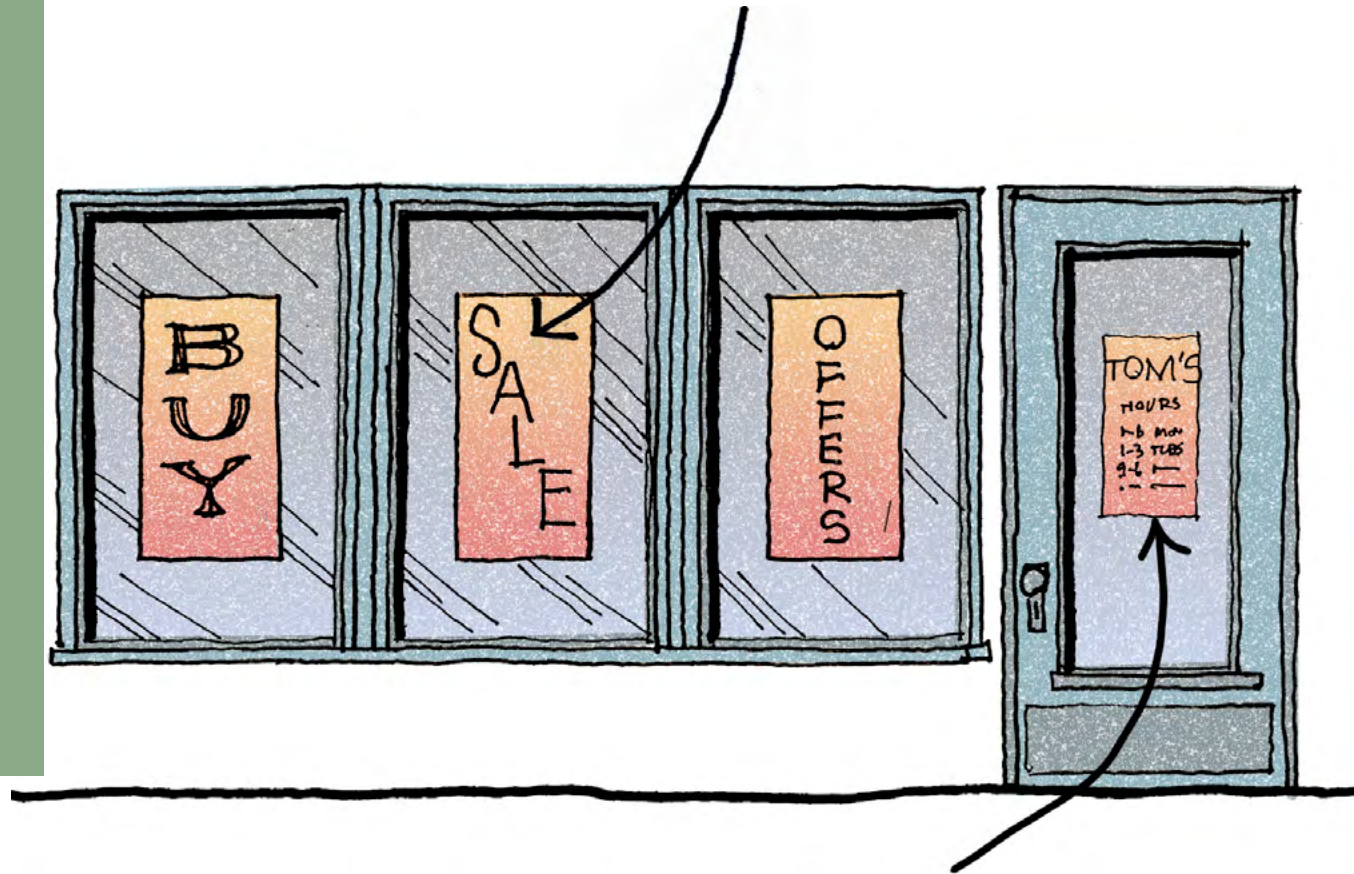
Window & Door Signage

Windows and transparency in and out are the most crucial elements of any storefront from a safety perspective. Window and door signage and lettering should be carefully organized and applied so as to not clutter or prohibit viewing into the business at any time. Branding, style, color, and font should be coordinated with the building to ensure a proper fit.

Window and door lettering can be painted, gold leaf, or applied vinyl. Window signage should ideally not be more than 50% of the overall window area, and should try to find creative ways to play with transparency and graphics to maintain visual interest.

Window signage is the most high impact, low cost signage solution available to most businesses. When combined with clear views into a clean, orderly establishment - window signage can draw the eye into a shop and attract customers. It is also a very appropriate substitution for wall signage when a storefront has no signboard zone.

When using window signage, try not to cover more than 30% - 40% of the total window area.



Store name, address, hours of operation, and contact information typically go on doors.

CENTRAL COMMERCIAL DISTRICT SIGNAGE		SOURCE
maximum area	2 square feet per linear foot of frontage - OR - 60sf	§170-22 D(2)
mounting height	Cannot exceed 25' tall or the height of facade	§170-22 A(5)
Maximum Extension	<i>Suggestion: 48" from face of building</i>	N/A
Minimum clearance	<i>Suggestion: 7' - 6" from grade</i>	N/A
Extension over Public R.O.W	Permitted only by village board of trustees	§170-22 A(4)(a)[1]



Use window lettering on smaller windows to showcase products or offerings without overshadowing the main signage.



Don't put the same window decal on all of your windows. Instead, create a hierarchy of information starting with your name and ending with your goods.





Apply vinyl window decals on the interior of the window to allow them protection from elements.





SECTION 4

MATERIALS

A typical issue occurring in older commercial buildings is that they show the scars of decades of business. Years of signage being taken down and put up. Windows covered up with siding instead of replaced. Brick buildings covered up with stucco and then later stone veneer...

The following guidelines will help you to determine the appropriate materials to use during your building renovation.

DESIGNING FOR LONGEVITY

Whenever possible; repair original materials before replacing them or covering them up.

If replacement is required, only use materials that don't require replacement as their only option for maintenance. (example: fiber-cement clapboard would be an acceptable wood substitute because it is dimensional, and can be manipulated and finished similarly to wood.)

Products simulating wood can be painted and are easily maintained - colors for painted surfaces can be changed as required.

Look for products that can be recycled at the end of their lifespan.

Avoid products that contain or produce harmful pollutants, off-gas, or chemicals during their lifespan; as they lower the quality of air inside the building and out. When feasible; local, natural materials and durable composites are best choices.

Do not use new masonry or stone veneers, or new siding applications when they do not accurately represent the original materials or history of the structure.



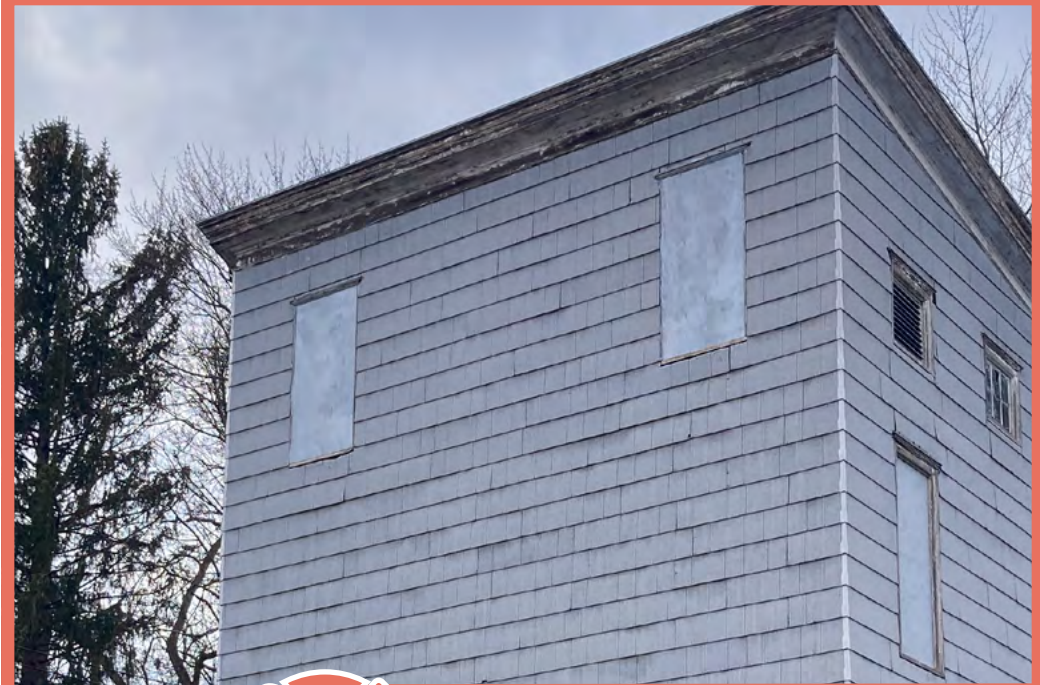
Preserve and maintain original exterior cladding systems that exhibit architectural integrity.



Don't use inauthentic materials and veneers on your storefront to imply a different materiality for its construction.



Do not use EIFS to cover original materials or in places requiring durability.



Do not use vinyl or metal siding to cover up the fenestration of a facade on its upper floors.





Do not cover original materials such as masonry or wood cladding with inappropriate materials such as stone veneers or vinyl siding. Do not cover up original storefront openings or details.



Maintain and restore pressed metal and cast iron steel columns and cornices.





Masonry

In some cases, older masonry buildings will require repairs to the brick and mortar. Brick, stone, and concrete block restoration requires differing treatments for repair. Simply power-washing can damage the surface of the masonry. After the surface has been cleaned of debris or old paint, bricks may need replacing and mortar joints repaired. Brick sealer can be applied to protect the restored brick if its kiln dried outer layer has been compromised.

Always consult a professional before performing any masonry and brick work. Reference the National Parks Service, Technical Preservation Services - preservation briefs for more information on brick, mortar types, and restoration practices. Mortar used in restoration work should match the original.

Historic bricks were designed to breathe through their kiln dried outer layer, allowing humidity to pass through the skin of the building and keep wall cavities dry. When bricks are painted, the moisture builds up within wall cavities - leading to peeling paint and humidity that damages the lifespan of the wall.

Do not use thin veneer/fake brick or stone applications when they do not accurately represent the building or the material.

Do not use residential styled vinyl or metal siding. Many of these materials have unnatural trim, lintel and edge conditions that cause the facade to look too uniform and massive.

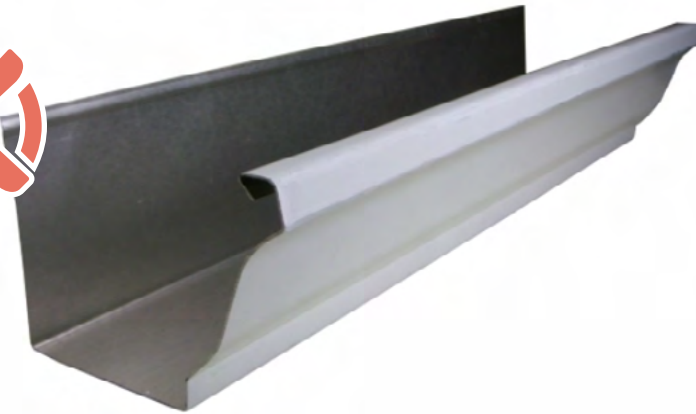
Façade design proposals should never include covering original materials or column, cornice, sill, lintel, window, or panel detailing.



Repair and replace damaged masonry with as close a match as possible. Avoid mismatched brick repair.



Do not use residential, K-style gutters on commercial buildings.



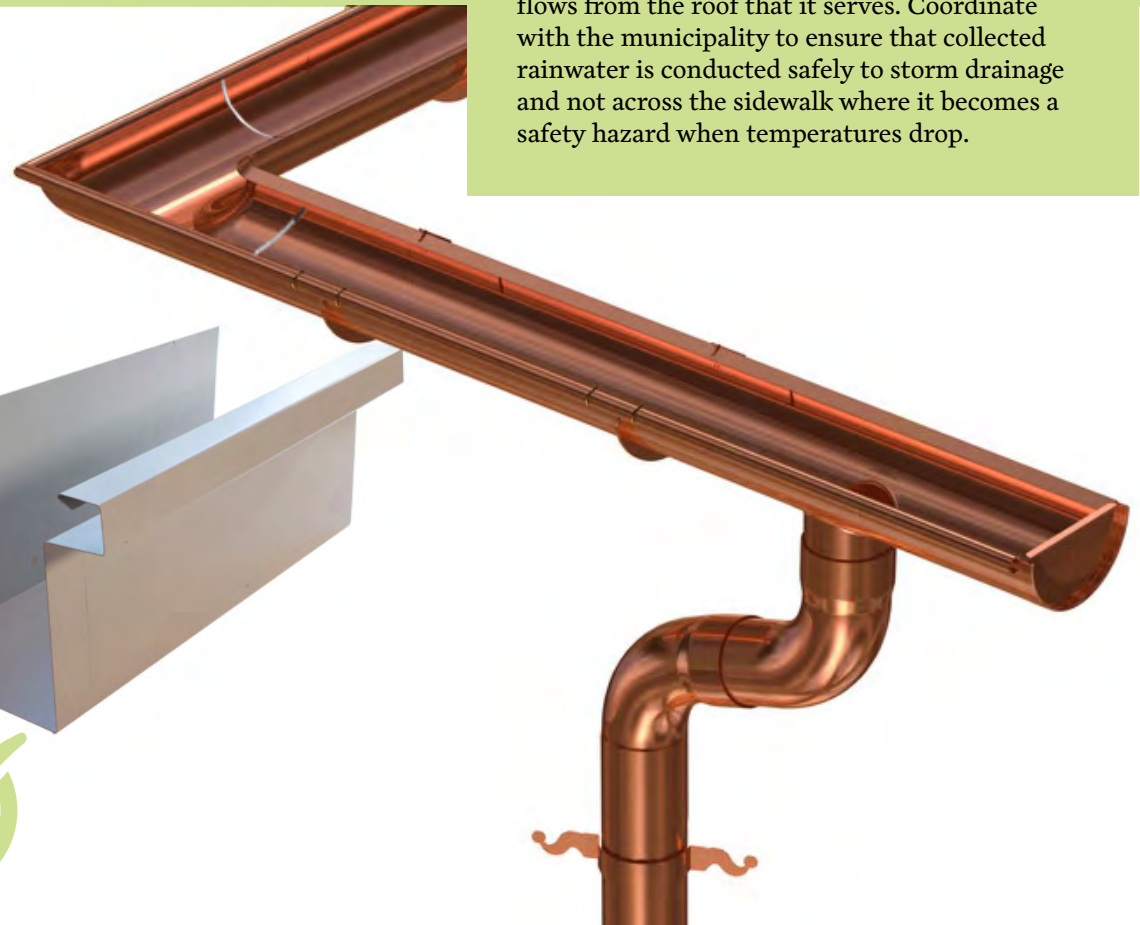
Gutters

Some buildings may require gutters and downspouts on their street sides. For these buildings, all gutters and downspouts should be galvanized steel, aluminum, copper or an approved substitute with a period and style-correct shape, such as “half-round.” Residential “K-style gutters” create unwanted horizontal lines that may detract from the building trim and detailing, and should not be used.

Ensure that gutters and downspouts are of adequate size to manage the volume of water that flows from the roof that it serves. Coordinate with the municipality to ensure that collected rainwater is conducted safely to storm drainage and not across the sidewalk where it becomes a safety hazard when temperatures drop.



Use box or half round style gutters in a variety of finishes to suit your project.



Roofing

Special consideration should be given to roofing materials that are visible from the street. Whenever possible, it is preferred that period-correct materials are used, such as real cedar, slate, or standing-seam metal. Standing-seam metal roofing has a long life span when properly installed and will help maintain cooler roof temperatures, helping to reduce mechanical cooling costs.

Asphalt shingles are less durable, will produce more heat, and depending on the age of your building's construction may not be appropriate for use - especially for commercial buildings.

- Low slope and flat roofs should take due care to provide adequate roof drainage, and mitigate the effects of settling that can occur on historic buildings over time.
- Original features such as skylights should be repaired or replaced when possible.



Replace asphalt shingles that are past their lifespan with a more durable alternative.

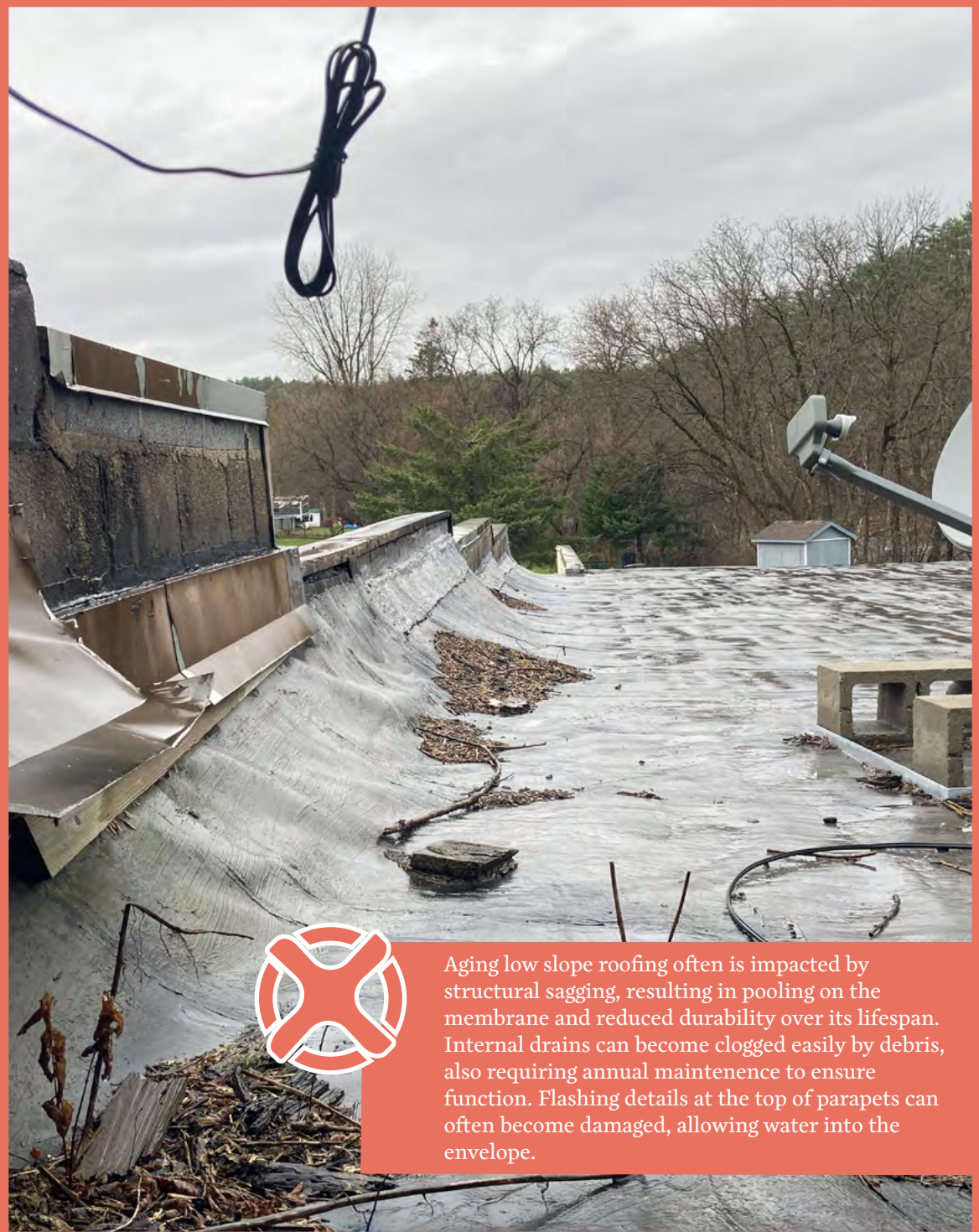


When possible, restore or repair original rooftop features like skylights.



A standing seam metal roof makes a great, long lasting replacement.

Do not replace flat and low-sloping roofs with gable styled residential roofs and siding materials.



Aging low slope roofing often is impacted by structural sagging, resulting in pooling on the membrane and reduced durability over its lifespan. Internal drains can become clogged easily by debris, also requiring annual maintenance to ensure function. Flashing details at the top of parapets can often become damaged, allowing water into the envelope.

Restore original window openings that have been covered over. Previously painted masonry can be repainted to highlight details.



Reference Original Materials

When feasible, a proposal should reference original fragments of the existing facade in order to re-establish its own recognizable, authentic identity. Details should be highlighted through careful color selection. Do not cover or remove column, lintel, or parapet details that provide historic character and address human scale.

Wood-framed buildings may require different approaches to detailing. Unlike their brick counterparts, they are more likely to have the eave side of a gable roof facing the street. Special attention should be given to how trim is treated around eaves and gutters. Restore original trim detailing when possible.



Use simple color schemes that allow the materiality of the building to be enhanced with light, shadow, and tone.



Use subtle variations in light and shadow to highlight depth on monotone color schemes.

SECTION 5

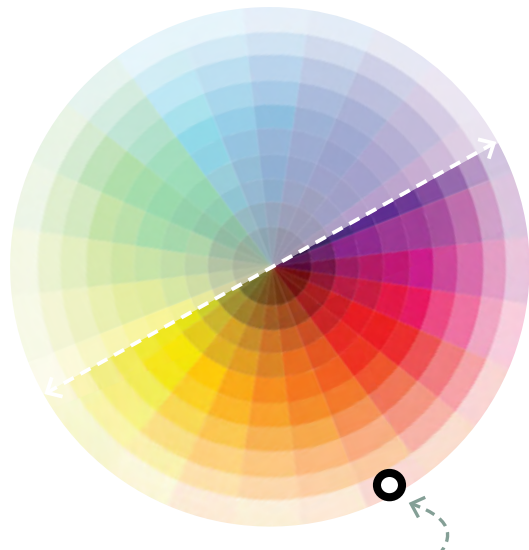
COLOR

Color and paint selection can be the most cost effective way to breathe new life into a facade that needs an update. This section will give you some general guidelines as well as provide numerous examples of well coordinated schemes to choose from. Some general color selection guidelines:

- Look for interesting details - What is your building made out of? Are there any interesting masonry details or decorative elements? Columns or overhangs? Parapets or window sills? Keep them in mind - color can be used to enhance their shape or form in the overall composition.
- Start with the existing color of materials - Paint color schemes should coordinate with natural tones and colors found in masonry or existing materials present on the facade. Where the brick condition allows, the brick should not be painted on these buildings. The natural color of the brick should be considered in the overall color scheme. Some brick restoration may be required. National Park Service's preservation briefs discuss masonry sealers in greater detail.

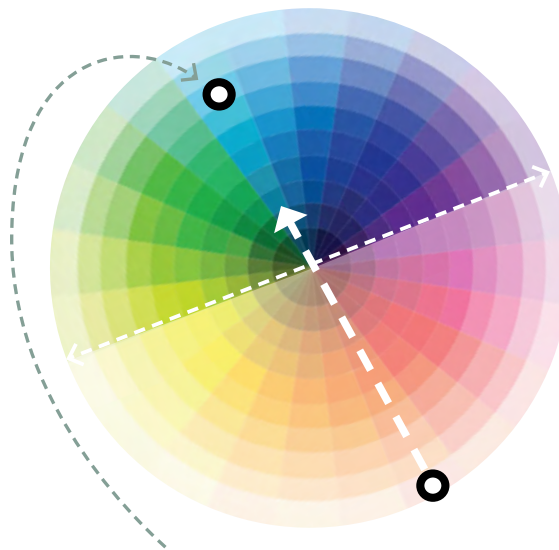


THE 60 : 30 : 10 RULE



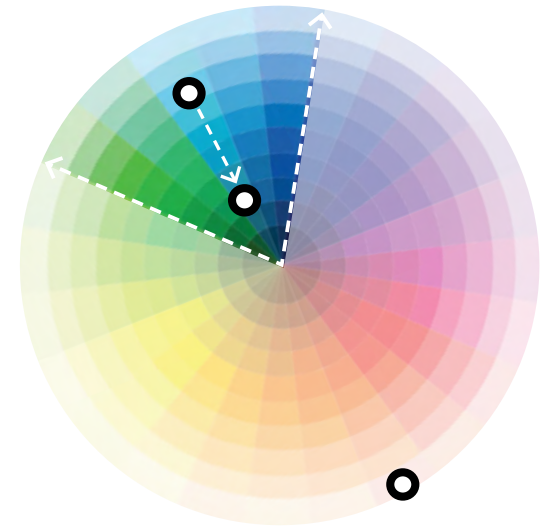
1. Base Color

(a warm gray brick)



2. Accent Color

(complimentary to base color)



3. Secondary Color

(analogous to accent color)

The 60:30:10 rule - A Simple but effective rule of thumb for choosing a 3 color scheme is to use the 60:30:10 rule.

- First, choose a base color to take up around 60% of your facade area. Typically, one should use a somewhat muted mid-tone color for the base so that it allows the interesting elements to contrast and “pop out” more. If you have a masonry facade the color of the material can count for this.
- Second, choose a color complimentary (opposite side of the color wheel) to the base as an accent color to take up around 10% of the facade and provide a highlight interesting features or forms.
- Last, pick a color that is analogous (nearby on the color wheel) to your accent color to be the secondary color for the remaining 30% of facade area. Remember - you want a variety of dark and light colors so if your accent color is dark, choose a light secondary color for more contrast.

Be a good neighbor - Design proposals should also consider the colors of adjacent buildings or buildings shared between multiple tax parcels to ensure that complementary colors are being used across the streetscape. Avoid duplicating the colors of adjacent buildings

PAINTING COMMERCIAL STOREFRONTS

For buildings with multiple commercial tenants, there are a variety of unique, acceptable ways to paint a building so that individual businesses are highlighted and easily recognizable to passers-by. There are two main approaches that one can take: the unified approach, or the independent approach.

It should be noted that there are no hard and fast rules regarding which method you choose, and that the most successful downtowns are comprised of buildings taking both views. This guide will outline the pros and cons of both approaches, and allow you to decide which course is right for your project.



Unified Building Method

Uniformity of color across storefronts and building details are used to full effect here, where the individual storefronts are all matching with the building. This scheme works incredibly well in high-turnover markets where tenants are often coming and going, as it keeps the building looking nice regardless of occupancy.



Independent Storefront Method

The independent storefront method is used here to help the shop owners visually stand out to potential customers. Each storefront is color coordinated to look good within the building and its neighboring businesses. This color scheme works well in buildings with franchises, where businesses can paint their storefronts to suit their individual branding or colors.



Use this painting method for building shells with interesting or significant details to prevent storefronts and visual clutter from overpowering the building. This also works well for groups of offices or businesses that aren't competing for pedestrian attention.



Unified Building Method

Matching storefront colors create a simple visual harmony by regulating a color scheme to be used by all commercial tenants. Typically, a base color or material is chosen for the building shell, with detailing, trim, doors, framing, and awnings given 1-3 other colors, depending on complexity and need.

Pros

- Building has a neat and orderly appearance and composition.
- Appearance of building can be determined by landlord, not tenants.
- Draws visual interest to the building shell's materiality and form.
- Building is relatively unchanged when tenants move in/out.

Cons

- A simple or modest building may appear uninteresting.
- Tenants are not as quickly distinguished.
- Less customization of storefronts for tenants.
- Larger buildings utilizing this painting technique may appear monotonous.

Independent Storefront Method

The independent storefront method can create dynamic and engaging streetscapes by permitting the creativity of tenants to paint their storefronts. When done properly, these buildings create immense visual interest through engaging with the street not just with color that can draw attention to and distinguish the businesses there.

Pros

- Building has a dynamic and interesting composition.
- Draws visual interest to individual storefronts while keeping the building in the background.
- More appealing to commercial tenants with brand standards or color requirements such as franchises.
- Tenants are easily distinguished within a building.
- Very effective at breaking up long building facades.



This painting approach is best used on large blocks with multiple storefronts that may confuse visitors as to which entry is which.



Cons

- Can appear cluttered and unorganized if tenants choose clashing colors.
- More obvious whenever there are vacancies in the building.



Monochromatic color schemes use light and shadow to create depth in a contemporary way.



Simple (3) color schemes can provide a lot of visual interest when applied to architectural details.

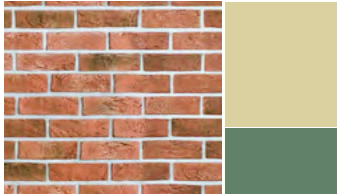




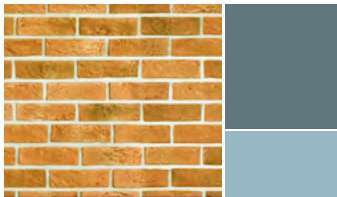
This large block uses dark blue and maroon tones to contrast with the rusty red of the existing masonry exterior.

SAMPLE PAINT SELECTIONS:

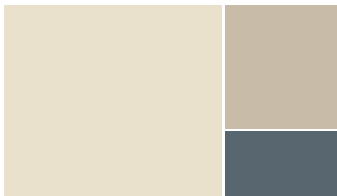
Disclaimer: When printed/viewed on a screen, some discrepancy may occur when viewing final colors.
This is by no means a comprehensive list of colors, and creativity is encouraged.



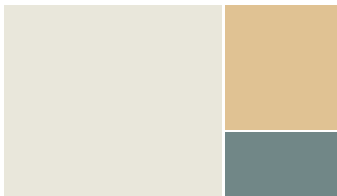
Base (60%) - BRICK
Analogous (30%) - SW 6701
Accent (10%) - SW 6453



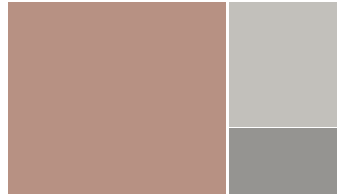
(60%) - BRICK
(30%) - SW 9141 Waterloo
(10%) - SW 9147 Favorite Jeans



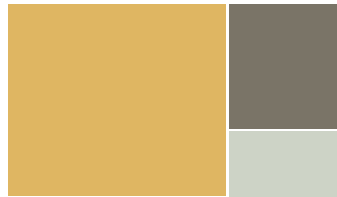
(60%) - SW 2829 Classical White
(30%) - SW 2822 Downing Sand
(10%) - SW 0032 Needlepoint Navy



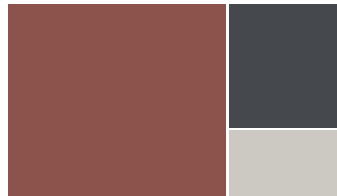
(60%) - SW 7008 Alabaster
(30%) - SW 6387 Compatible Cream
(10%) - SW 6221 Moody Blue



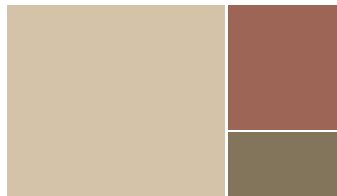
(60%) - SW 0034 Roycroft Rose
(30%) - SW 7649 Silverplate
(10%) - SW 7669 Summit Gray



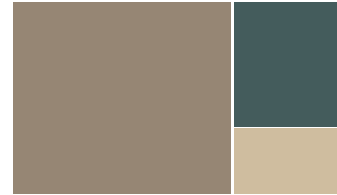
(60%) - SW 6395 Alchemy
(30%) - SW 0038 Library Pewter
(10%) - SW 0059 Frostwork



(60%) - SW 0033 Rembrandt Ruby
(30%) - SW 7076 Cyberspace
(10%) - SW 7015 Repose Gray



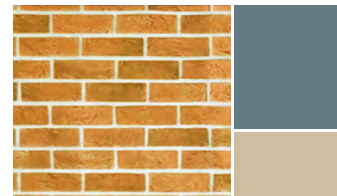
(60%) - SW 0036 Buckram Binding
(30%) - SW 0040 Roycroft Adobe
(10%) - SW 9124 Verde Marron



(60%) - SW 2820 Downing Earth
(30%) - SW 0016 Billiard Green
(10%) - SW 2822 Downing Sand



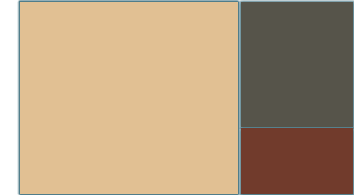
(60%) - SW 6162 Ancient Marble
(30%) - SW 6442 Supreme Green
(10%) - SW 6467 Kendal Green



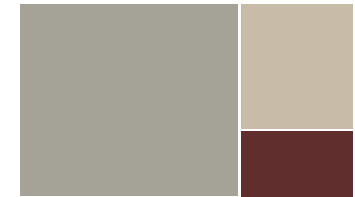
(60%) - Existing Brick
(30%) - SW 2819 Downing Slate
(10%) - SW 0036 Buckram Binding



(60%) - SW 2812 Rookwood Jade
(30%) - SW 6460 Kale Green
(10%) - SW 6205 Comfort Gray



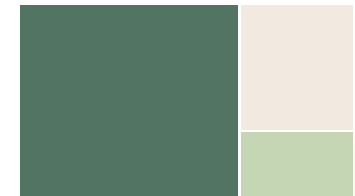
(60%) - SW 0044 Hubbard Squash
(30%) - SW 2846 Roy. Bronze Green
(10%) - SW 2839 Roy. Copper Red



(60%) - SW 2821 Downing Stone
(30%) - SW 2822 Downing Sand
(10%) - SW 7585 Sundried Tomato



(60%) - SW 6461 Isle of Pines
(30%) - SW 9154 Perle Noir
(10%) - SW 7005 Pure White



(60%) - SW 6459 Jadite
(30%) - SW 7004 Snowbound
(10%) - SW 6730 Romaine

SAMPLE PAINT SELECTIONS:

Disclaimer: When printed/viewed on a screen, some discrepancy may occur when viewing final colors.
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(60%) - SW 2803 Rook. Terra Cotta
(30%) - SW 2857 Peace Yellow
(10%) - SW 0050 Classic Light Buff



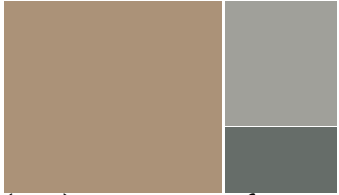
(60%) - SW 2863 Powder Blue
(30%) - SW 0040 Roycroft Adobe
(10%) - SW 2829 Classical White



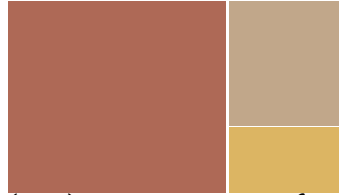
(60%) - SW 2846 Roy. Bronze Green
(30%) - SW 2845 Bunglehouse Grey
(10%) - SW 2844 Roycroft Mist Gray



(60%) - SW 2863 Powder Blue
(30%) - SW 0032 Needlepoint Navy
(10%) - SW 0073 Chartreuse



(60%) - SW 2835 Craftsman Brown
(30%) - SW 7655 Stamped Concrete
(10%) - SW 7622 Homburg Gray



(60%) - SW 0040 Roycroft Adobe
(30%) - SW 7714 Oak Barrel
(10%) - SW 6395 Alchemy



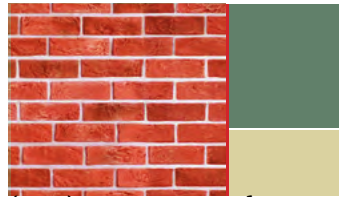
(60%) - SW 2839 Roy. Copper Red
(30%) - SW 2831 Classical Gold
(10%) - SW 2844 Roy. Mist Gray



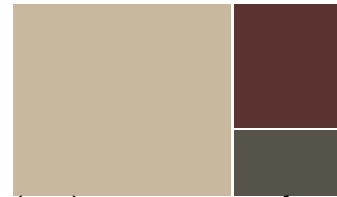
(60%) - SW 0016 Billiard Green
(30%) - SW 0011 Crewel Tan
(10%) - SW 2814 Rook. Antique Gold



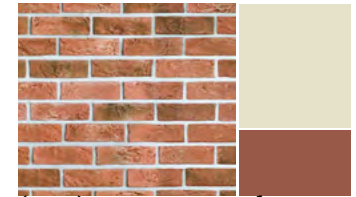
(60%) - SW 0041 Dard Hunter Green
(30%) - SW 6121 Whole Wheat
(10%) - SW 6145 Thatch Brown



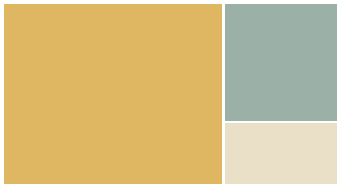
(60%) - Existing Brick
(30%) - SW 6467 Kendal Green
(10%) - SW 0073 Chartreuse



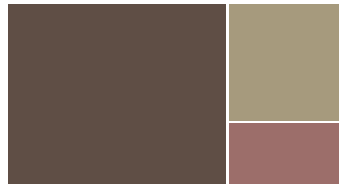
(60%) - SW 0011 Crewel Tan
(30%) - SW 2808 Rook. Dark Brown
(10%) - SW 2846 Roy. Bronze Green



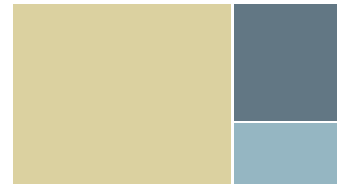
(60%) - Existing Brick
(30%) - SW 2829 Classical White
(10%) - SW 0040 Roycroft Adobe



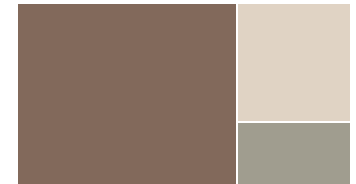
(60%) - SW 6689 Overjoy
(30%) - SW 9050 Vintage Vessel
(10%) - SW 6392 Vital Yellow



(60%) - SW 2808 Rook. Dark Brown
(30%) - SW 0024 Curio Gray
(10%) - SW 0004 Rose Brocade



(60%) - SW 6422 Shagreen
(30%) - SW 6530 Revel Blue
(10%) - SW 6808 Celestial



(60%) - SW 2836 Quartersawn Oak
(30%) - SW 7596 Only Natural
(10%) - SW 7746 Rushing River

SECTION 6

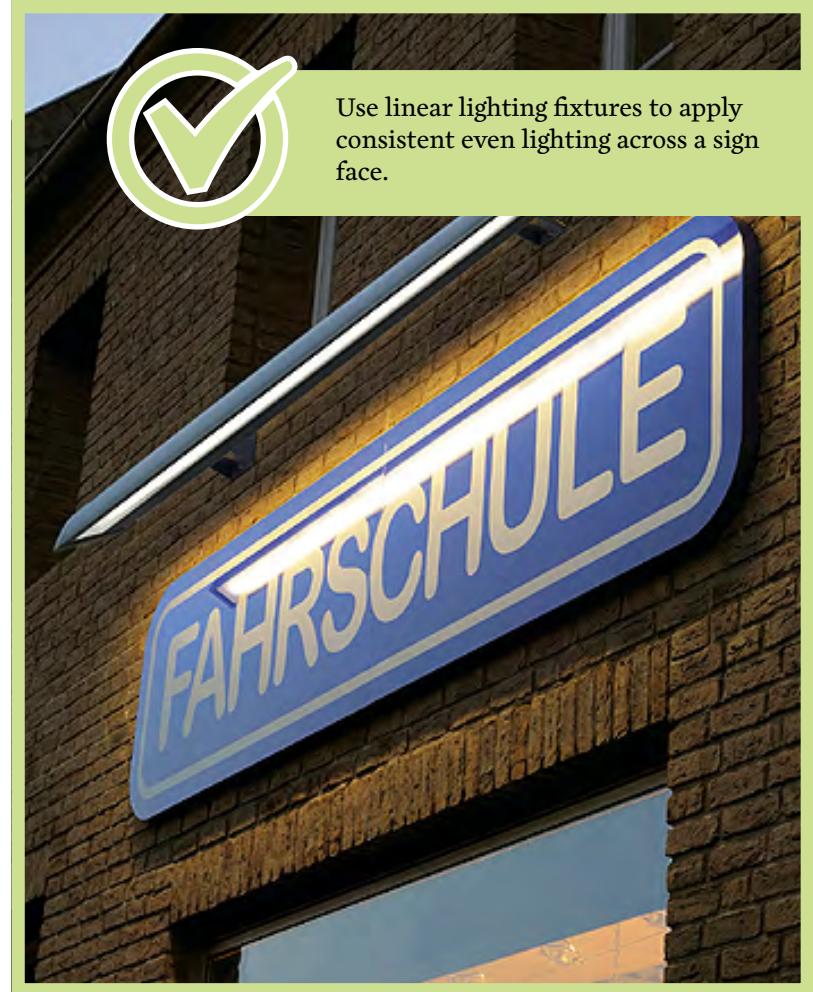
LIGHTING

Signage can be lit with a variety of lights and fixtures, however lights should be selected to enhance the exterior appearance of the building and improve legibility of the sign. Linear lighting fixtures can be used for lighting up long narrow sections of wall sign. Goose neck lights can help create repetition and provide safety on large uninterrupted surfaces. Back-lit letters can provide a modern and bold illumination for signage.

Lamp types may vary, but color rendering should be in the traditional incandescent range of warm, consistent colors (2,000K-3,500K). Consistency among multiple properties in terms of warm color light can have a big impact on the nighttime character of a commercial corridor.

Avoid internally-lit plastic signage lighting. Lighting should only be lit from the exterior. For some storefronts, neon signs may be appropriate, however novelty fixtures (ex. Miller high-life, cigars, open, etc.) are discouraged.





Signage should use exterior lighting - such as halo lit signage mounted on existing masonry



Use subtle lighting to highlight signage at night without over-lighting the surrounding.



Internally lit lettering is inappropriate for a historic downtown and discouraged.



Use mounting arms to direct lights onto signage and avoid shining directly into the public right of way.



Lighting in the 2,500k range provides a warm, cozy glow when used during the evening hours.

Match color schemes with original materials - such as stained glass transom windows.



Do not use exposed LED strips to avoid harsh, unfocused, glaring light.



SECTION 7

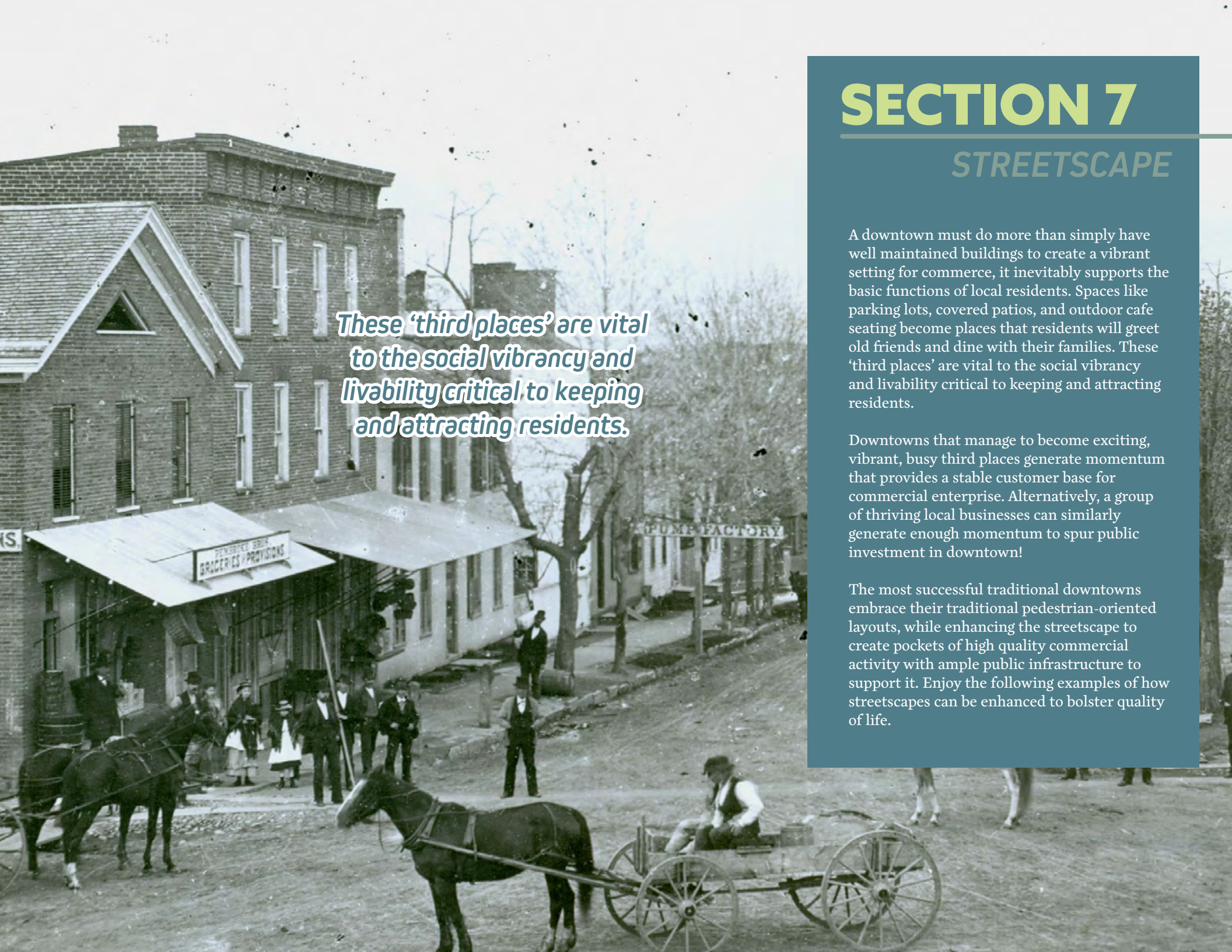
STREETSCAPE

These 'third places' are vital to the social vibrancy and livability critical to keeping and attracting residents.

A downtown must do more than simply have well maintained buildings to create a vibrant setting for commerce, it inevitably supports the basic functions of local residents. Spaces like parking lots, covered patios, and outdoor cafe seating become places that residents will greet old friends and dine with their families. These 'third places' are vital to the social vibrancy and livability critical to keeping and attracting residents.

Downtowns that manage to become exciting, vibrant, busy third places generate momentum that provides a stable customer base for commercial enterprise. Alternatively, a group of thriving local businesses can similarly generate enough momentum to spur public investment in downtown!

The most successful traditional downtowns embrace their traditional pedestrian-oriented layouts, while enhancing the streetscape to create pockets of high quality commercial activity with ample public infrastructure to support it. Enjoy the following examples of how streetscapes can be enhanced to bolster quality of life.





Wayfinding & Signage

A united wayfinding and signage campaign for the businesses of Wilson and the surrounding area has the potential to create a unified element that is shared between downtown locations.

While commercial tenants are unable to directly use public infrastructure for advertising, wayfinding can still effectively be used to impact businesses in a positive way. Wayfinding can call attention to specific historic areas or events, parking areas, points of interest, or even thematic colors and plants.

Another opportunity for commercial wayfinding is sandwich board style signage to act as an extension to individual storefronts -- with due care taken not to infringe on circulation on the sidewalk. It is advised not to use low-quality plastic boards, but to instead use durable materials that reflect your business. These signs are permitted if temporary and removed during non-operating hours.



Use bold, colorful banners and downtown wayfinding.



Similar “OPEN” flags or A frame signs can be used across the commercial corridor to create a unified element amongst the downtown.





Outdoor Furniture

When appropriate and where sidewalk dimensions allow, use outdoor seating as a way to extend indoors to outdoors and add to depth and scale. Park benches, tables, and chairs made of wood or metal are preferred as they are durable, can be maintained, and are easily repaired.

The street can be further activated with elements such as swings, perpendicular signs, seating, and other three dimensional elements that interact with the public realm. Owners are encouraged to use elements that best fit their storefront's particular aesthetic, marketing, or functional needs. A variety of options are available. Due to light weight, lack of durability, inability to be repaired, and residential application, plastic lawn furniture is discouraged for downtown use.



Street furniture can be visually tied to your storefront via color, decoration, or material.

Use durable street furniture. Use appropriately scaled furniture for your particular public space.



Non traditional buildings can utilize awnings, seating, and planters to fit in with neighboring buildings in an authentic way.

Use plants and planters to add visual interest to your storefront. Very little is as appealing as a quiet afternoon spent in dappled light eating with friends.



Plantings & Buffers

One of the most aesthetically pleasing elements of a streetscape is landscaping. Acting as a buffer between pedestrians and traffic, it enhances the overall quality of a downtown significantly.

While commercial tenants can't plant street trees, they are encouraged to provide additional plantings where appropriate. Large- and medium-sized potted plants can emphasize entry spaces, and hanging baskets can add repetition in between storefront windows and under awnings. Mounted flower baskets under windows are also common choices for decoration on both upper and lower store windows.





Beautify public infrastructure with plants, lighting, and other elements that bring joy to residents as they pass through their community.



Seasonal event spaces can utilize overhead shading devices that provide visual interest for pedestrians and shelter them from the elements.



Vitis Riparia



Tradescantia virginiana



Use low maintenance, native plantings within the public realm that draw inspiration from the native plants of the region. Plants native to hardiness zones 6a to 5b would be most appropriate to ensure survival. Evaluate salt hardiness when using next to a salted and plowed roadway.



Verbena Hastata



Cornus Sericea



Osmundo Cinnamomea





Get creative with plantings! Ornamental cabbage is grown in Boston because of its resilience to salt and cold, it adds a beautiful purple touch!



Utilize rain gardens, planted areas, and other stormwater mitigation techniques to create a buffer between pedestrian areas and automobile ones.

Garbage Receptacles

A tidy site and streetscape provides the appearance of safety and care that is necessary for a positive experience the public.

Commercial entities, specifically ones that provide goods or services with discarded packaging, should take due care not to overburden the existing waste infrastructure. If municipal waste bins are overflowing with packaging from your business, it is considerate to provide additional refuse containers in front of your business to accommodate the added waste.

Dumpsters and other large garbage receptacles should be visually screened from the street using a variety of methods ranging from fencing, placement, and even vegetation. This provides a tidy appearance to spaces adjacent to buildings where they are normally stored.

Curb-side trash bins on the street should correspond to areas with large volumes of garbage. Garbage bins come in many different styles and sizes, a style that compliments the existing character and elements of the area should be selected. Many communities find that waste bins and other street furniture can provide branding opportunities when paired together.



Coordinate with your DPW to ensure public refuse bins are attractive, well placed, and taken out at reasonable intervals.



Private business owners can supplement municipal trash collection with bins that coordinate with their own branding.



Municipal garbage bins should be durable and attractive, placed at common areas where pedestrians will likely utilize them.



Murals

Murals may be an option as a design proposal for buildings that lack specific historic identity, side street facades, pedestrian alleyways, or large monolithic areas of facades that may not have any viable alternatives for renovation. Murals and art communicate to pedestrians that a place is lived in and cared for - providing a feeling of safety and ownership of the public realm.

Mural planning and placement should use the following rules of thumb:

- Professionally executed with craft and care on a well maintained surface
- Convey a sense of place in some artistic way, be it color, symbology, notable figures, signage, etc...
- Be maintained over the course of its lifespan.
- Provide some level of public input when funded/placed in public space.
- Avoid high concentrations of murals or overshadowing architectural characteristics.

Historic events and characters make great murals for large, uninteresting building facades.



Large, unused sides and rears of buildings can create interesting settings for public life and murals to occur.



Don't use untested methods or materials for murals.





Public Art

Public art be another simple and effective way that a community can take ownership and pride in their public spaces. Often, green spaces such as parks make natural locations for municipal art - but finding art in unexpected places can also be beneficial to the urban environment.

Bike racks can be a great opportunity to playfully engage the public realm with art. Other opportunities are municipal infrastructure such as bridges, or overlooked objects like electrical boxes. Public art should be durable, well received by the community, and reflective of the people and place.

Over time, communities with a critical mass of public art can become destinations in their own right, further helping businesses nearby. Business districts should think how they can sponsor or help make public art as a benefit to themselves and the community.



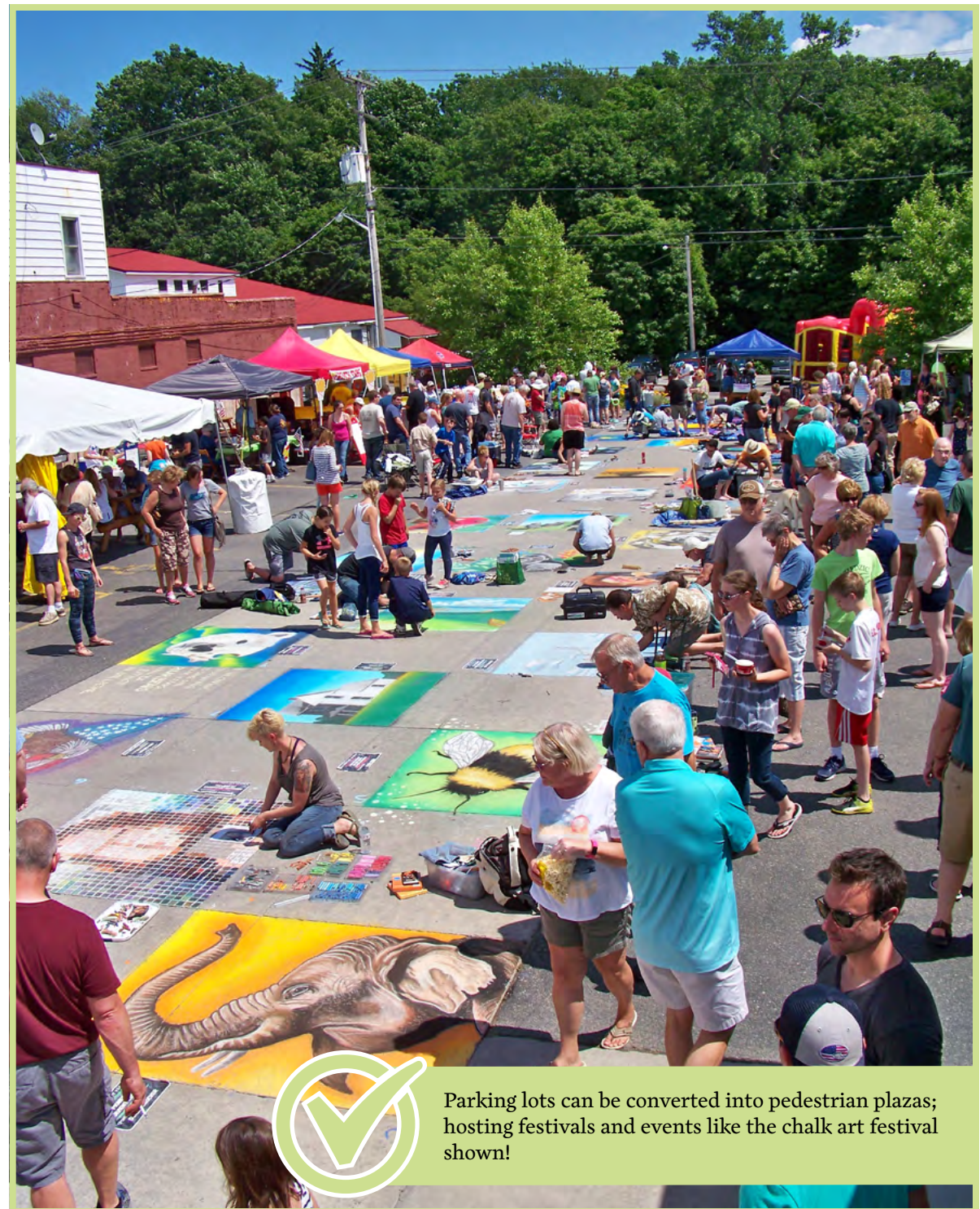
Public art can be playful AND functional.

Abstract murals can make large, uninterrupted areas of siding and fill them with color and visual interest, especially at corners.



Install playful public art that draws inspiration from agricultural themes.





Parking lots can be converted into pedestrian plazas; hosting festivals and events like the chalk art festival shown!

Integrate seating and planters together to create garden like spaces when possible.



Public art can come in big and small sizes. Encourage people to creatively leave their mark on the downtown.



DOWNTOWN WILSON, NY YOUNG STREET RECOMMENDATIONS

in-site:architecture



CROSSWALK ENHANCEMENTS

To increase accessibility throughout the downtown, crosswalks are enhanced to utilize a DOT approved stamped concrete pattern. Crosswalks are also placed perpendicularly to their landings, with raised traction pads and audible crossing signals for blind users.

CURB BULBOUT EXTENSIONS

To increase traffic safety at the intersection of Young street and Lake street, sidewalk curbs are extended further into the intersection. This narrows the travel lanes to slow down automobiles turning onto Young street, as well as places pedestrians further into the line of sight of oncoming vehicles, ensuring they are seen at crosswalks.

YOUNG STREET LANE SHARING

To better link the 'Wander about Wilson' bike route that weaves through the downtown, Young street will have its speed limit reduced, with bike sharrows indicating a shared bicycle/automobile travel lane within the downtown. Signage indicating this will be present upon entering the downtown. By accommodating the neighborhood bicycle route through the downtown, the community is connected to its commercial core using a multi-modal route.

YOUNG STREET PARKING

By keeping the existing parking configuration as-it-is currently, the existing wastewater and electrical infrastructure remains unaltered. To differentiate the parking areas from the general travel lane, the parking zones are paved with a raised stamped pattern similarly to the crosswalks. This change in texture would make the shared travel lane appear narrower - further reducing automobile speeds downtown.

MID BLOCK CROSSING

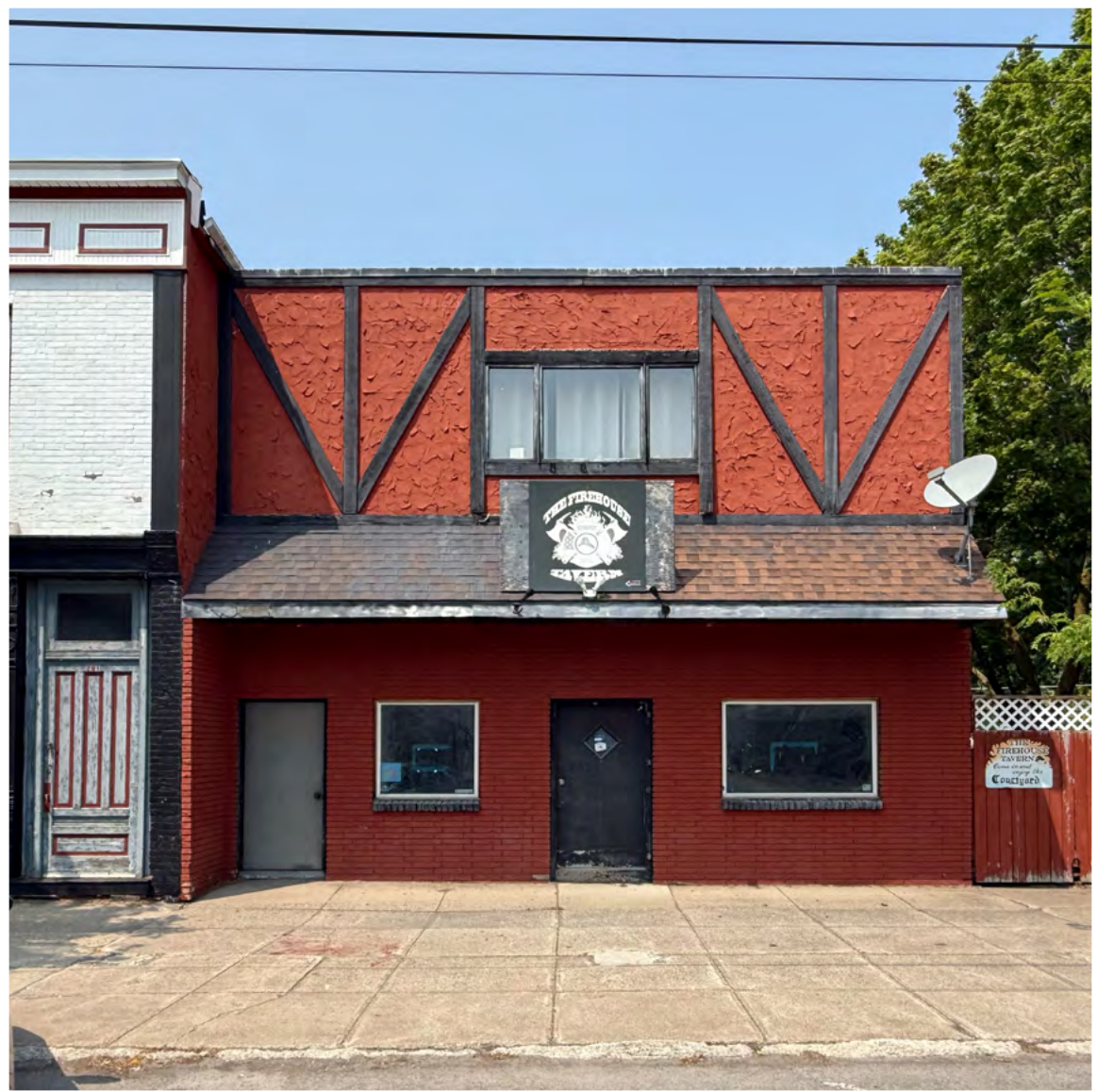
Further enhancing pedestrian connectivity throughout Young Street, it's proposed to add an additional crosswalk at the Young x Catherine street intersection, including curb bulbouts, raised crosswalks, and enhanced pedestrian signalling.

GATEWAY MARKER

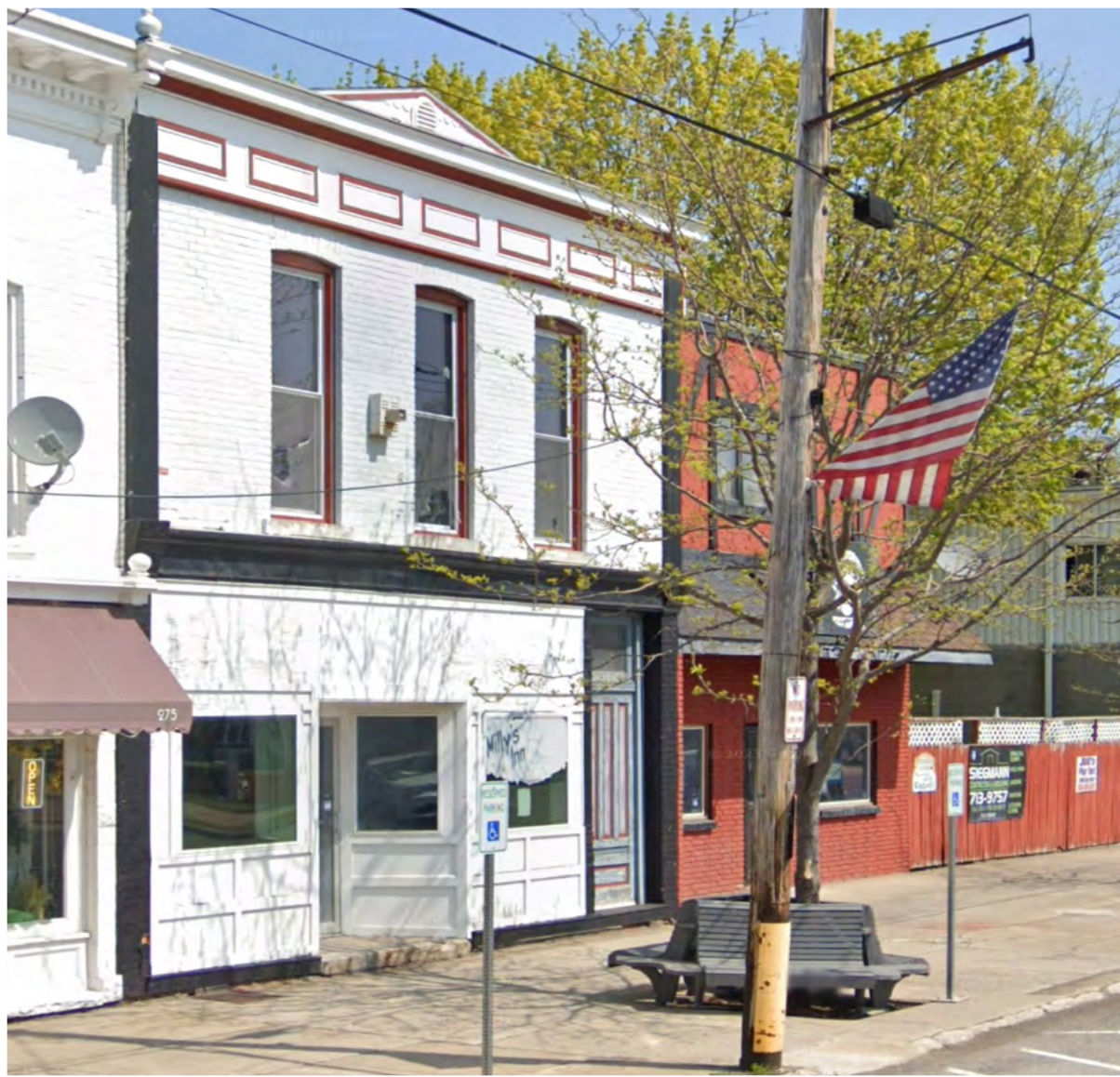
Although the existing network of overhead electrical lines make a large gateway banner or sign impossible to deploy without significant infrastructure change - the opportunity to provide freestanding signage along the widened sidewalk bumpouts presents itself. Large freestanding letters or a carved welcome sign would invite folks traveling down Lake Street into the walkable, bikable, pedestrian friendly downtown.



DOWNTOWN WILSON, NY
FACADE RECOMMENDATIONS
 in.site:architecture



Before



Before



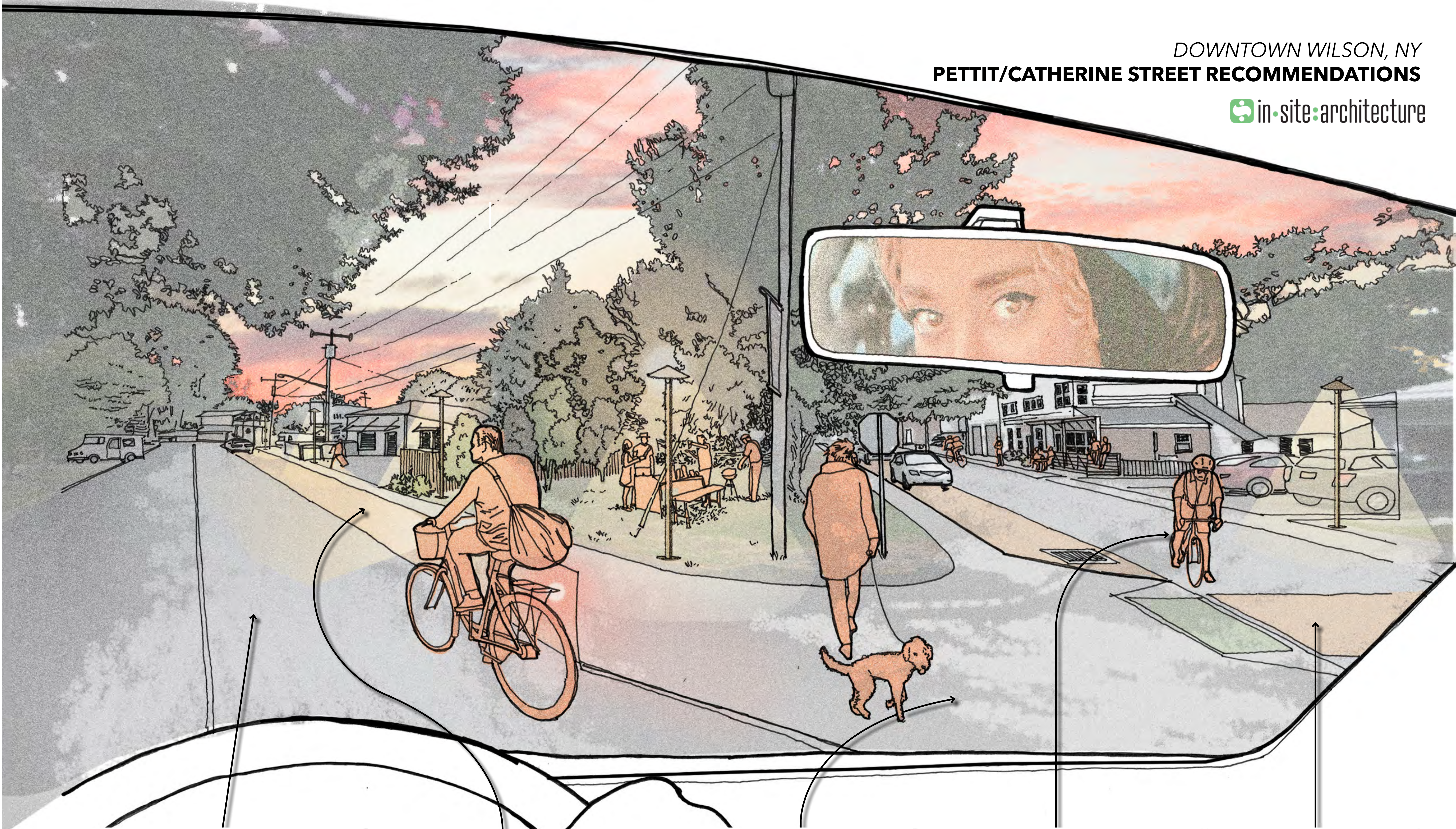
DOWNTOWN WILSON, NY
FACADE RECOMMENDATIONS
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Before



Before



PETTIT STREET RECONFIGURATION

Without a clearly defined border between the edge of Pettit street and the rear facades of the buildings on Yong Street, Pettit street becomes a wide boulevard for cars to speed through on the way to and from Lake street. The proposed reconfiguration would create a standard raised curb edge and sidewalk along its entire length - with electrical pole banners, pedestrian lighting, plantings, and small trees and fences to screen views of dumpsters and garbage bins, HVAC equipment, material storage, and other unsightly views.

STREET PARKING

By keeping the existing parking configuration as-it-is currently, the existing wastewater and electrical infrastructure remains unaltered. To differentiate the parking areas from the general travel lane, the parking zones are paved with a raised stamped pattern similarly to the crosswalks. This change in texture would make the shared travel lane appear narrower - further reducing automobile speeds downtown.

CURB BULBOUT EXTENSIONS

To increase traffic safety at the intersection of Catherine x Pettit streets, it's proposed to lengthen the curb/ sidewalks into the travel lane - reducing lane widths and the turning radius for automobiles making the blind turn onto Catherine street.

This places pedestrians safely within the sight-lines of automobiles, ensuring they are seen well before the turn.

DOWNTOWN LANE SHARING

To better link the 'Wander about Wilson' bike route to the downtown, Catherine street will have its speed limit reduced, with bike sharrows indicating a shared bicycle/automobile travel lane within the downtown. Signage indicating this will be present upon entering the downtown. By accommodating the neighborhood bicycle route through the downtown, the community is connected to its commercial core using a safe multi-modal route.

CROSSWALK ENHANCEMENTS

To increase accessibility throughout the downtown, crosswalks are enhanced to utilize a DOT approved stamped concrete pattern. Crosswalks are also placed perpendicularly to their landings, with raised traction pads and audible crossing signals for blind users.

VILLAGE OF WILSON

Market Analysis Snapshot

Population

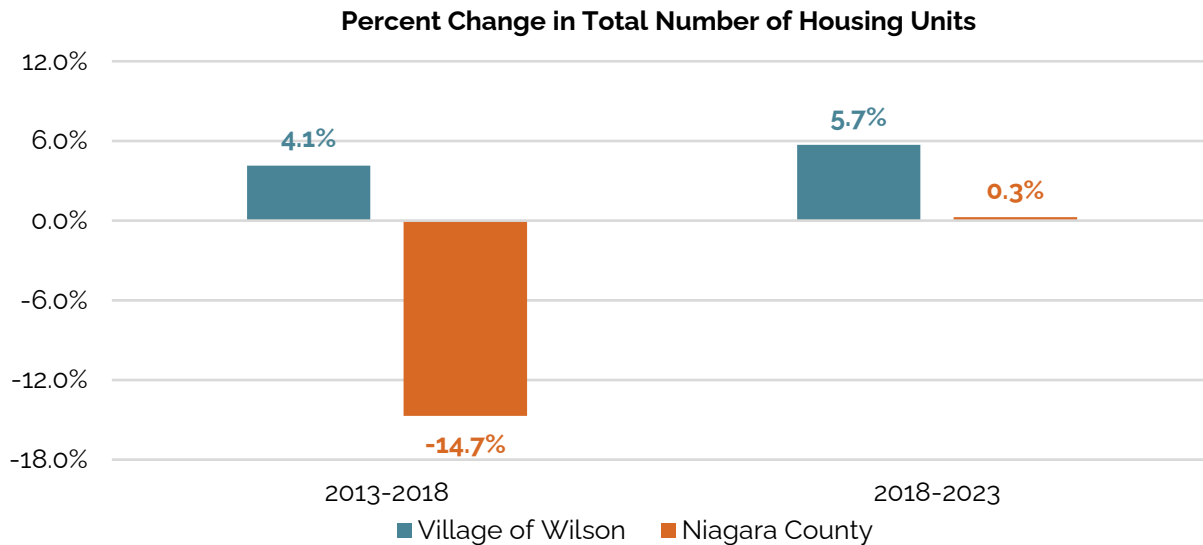
The Village of Wilson is in Niagara County, New York along the edge of Lake Ontario. In 2023, the population of the Village was 1,385, the highest since 2013. Between 2018 and 2023, the Village's population increased by 12% converse to the County which decreased by 0.4% over the same time. These trends indicate that the Village recovered quicker than the County from the COVID-19 Pandemic in terms of population – a trend common in many more rural areas.

	2013 Pop	2018 Pop	2023 Pop	% Change 2013-2018	% Change 2018-2023
Village of Wilson	1,251	1,219	1,385	-2.6%	12.0%
Niagara County	214,125	210,300	209,457	-1.8%	-0.4%

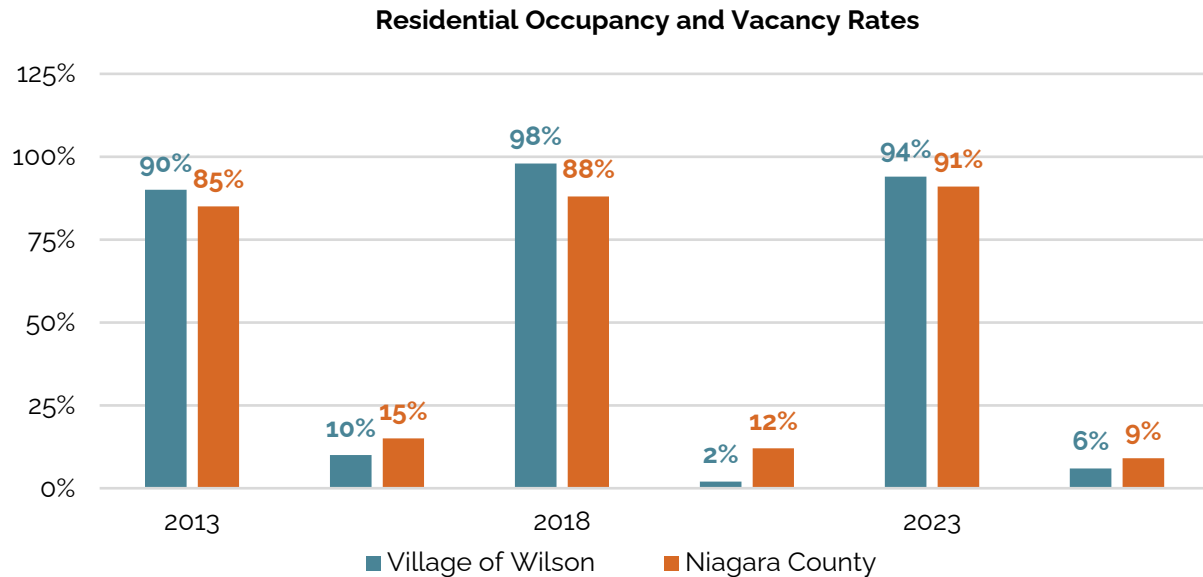
Source: CensusReporter.org

Housing

In 2013, there were 601 housing units in the Village. In 2018, the total number of housing units increased to 627, and again increased in 2023 to 665. Comparatively, Niagara County had 115,100 housing units in 2013. In 2018, this number decreased to 100,335, then increased slightly in 2023 to 100,604.



Residential occupancy rates were higher in the Village of Wilson than Niagara County, ranging between 90 and 98% in the Village between 2013 and 2023, and 85 to 91% in the County. Similarly, vacancy rates in the Village are lower than the County, falling between 2 and 10 percent compared to 9 to 15% in the County.



In both the Village and the County, rates of owner occupancy are higher throughout 2013 to 2023. Ownership rates peaked in the Village in 2018 at 88% and in the County that same year at 71%. Rates of owner-occupancy are consistently higher in the Village than the County. Higher owner-occupancy levels support a population with

more 'skin in the game;' those who are more likely to become active community members, business supporters, and local volunteers.

Year	Village of Wilson		Niagara County	
	Owner-Occupied	Renter-Occupied	Owner-Occupied	Renter-Occupied
2013	67%	33%	69%	31%
2018	88%	12%	71%	29%
2023	84%	16%	69%	31%

Source: DataCommons.org

Household sizes were consistent between the Village and County over the decade, hovering between 2.0 persons per household and 2.4 persons per household.

Employment¹

In 2023, the sectors with the highest levels of employment in the 14172 ZIP Code were: Local Government, Food Services and Drinking Place, and Religious, Grantmaking, Civic, Professional, and Similar Organizations. Employment in and around Wilson is heavily concentrated on providing services rather than producing goods. The high level of employment in the Local Government sector is not uncommon for smaller, more rural areas, since this sector often includes public school teachers, emergency responders, and other civic positions that offer steady, reliable employment in smaller places.

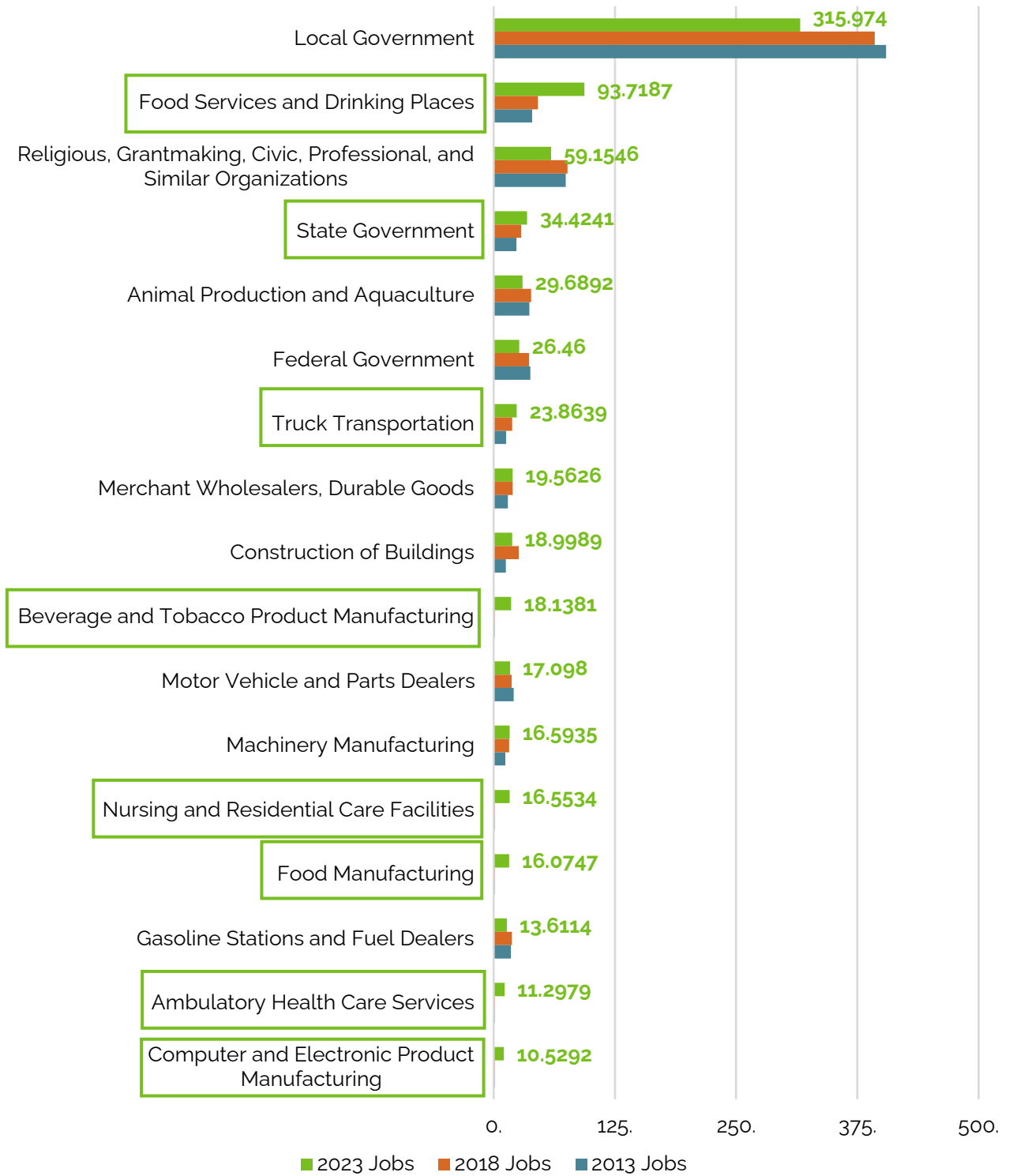
Sector	Number of Jobs in the 14172 ZIP Code (2023)	Examples of Local Area Employers
Local Government	316	Village Clerk, Water/Sewer Positions, Code Enforcement, Village Hall Positions
Food Services and Drinking Places	94	The Wilson House Restaurant and Inn, Sunset Grill, The Wilson Boat House, Wilson Brew Company
Religious, Grantmaking, Civic, Professional, and Similar Organizations	59	St. Brendan on the Lake, Exley Community Church, Wilson First Baptist Church, Wilson Community Enhancement Charity, The Wilson Foundation

Source: Lightcast, Research by LaBella

¹ Since NAICS-level employment data is not provided for the Village of Wilson (on account of the population being too small), the 14172 ZIP Code was used as a proxy. The total ZIP Code area is larger than the Village of Wilson, so may indicate employment levels that are higher than in the actual Village, but the ZIP Code-level trends are still useful for identifying similar trends in Wilson.

The sectors with the highest levels of employment in Niagara County in 2023 also included Local Government (10,568 jobs) and Food Services and Drinking Places (6,459 jobs) sectors. The County recorded more jobs than the 14172 ZIP Code in the Social Services (3,195 jobs) and Ambulatory Health Care Services (2,851 jobs) in 2023.

Employment by NAICS Code (14172 ZIP Code)



Source: Lightcast

Between 2013 and 2023, the Village saw the most job growth in the Food Services and Drinking Places, Beverage and Tobacco and Food Product Manufacturing, and Nursing and Residential Care Facilities sectors. The increase in employment in food production and related sectors reflects a wider Upstate New York trend in agribusiness and investment in food product manufacturing facilities like Chobani, Fairlife, and Big Heart Pet Brands.

Industry	Niagara County		14172 ZIP Code	
	Job Change 2013-2023	Growing or Shrinking	Job Change 2013-2023	Growing or Shrinking
Local Government	-1,478	Shrinking	-89	Shrinking
Food Services and Drinking Places	+597	Growing	+54	Growing
Religious, Grantmaking, Civic, Professional, and Similar Orgs	-143	Shrinking	-15	Shrinking
Federal Government	-58	Shrinking	-11	Shrinking
Beverage and Tobacco and Food Product Manufacturing	+229	Growing	+17	Growing
Nursing and Residential Care Facilities	-215	Shrinking	+17	Growing
Social Assistance	+636	Growing	0	NA

Source: Lightcast

The largest difference in employment trends between the 14172 ZIP Code and Niagara County was in the Social Assistance sector with the County experiencing an increase in jobs and the ZIP Code experiencing no change. The Nursing and Residential Care Facilities sector is another place of difference between the two; the ZIP Code increased the number of jobs in this sector while the County decreased.

In most other sectors, the ZIP Code follows the employment trends of the County, showing growth in the Food Services and Drinking Places, Beverage and Tobacco and Food Product Manufacturing sectors. Both areas also showed reduced employment in the Local Government, Religious, Grantmaking, Civic, Professional, and Similar Organizations, and Federal Government sectors.

Real Estate

Office

Office-inclined industries include:

- Information
- Finance/Insurance

- Government
- Other Services
- Educational Services
- Health Care/Social Assistance
- Professional/Business Services

The office market in the Western NY region is very strong, with high projections for additional demand for office space. The Health Care and Social Assistance and Professional and Business Services industries are expected to demand an additional 871,200 square feet of office space by 2032. At the ZIP Code level, projected demand for additional office space is limited with slight increases shown in the Health Care and Social Assistance (+450 square feet) and Government (+990 square feet) sectors.

Office uses are allowed throughout the entirety of the downtown commercial district, and make great, steady long-term downtown tenants that are not typically tied to the ebbs and flows of seasonal tourism. Inversely, they also tend to engage the streetscape as less - meaning office buildings should invest in quality signage and facade treatments as they are less likely to populate the downtown with customers, events, or exterior retail/pedestrian interaction.

With demand for office space running between 450sf and 990sf, this projection could easily fill two of the unused store frontages within the downtown if the properties were affordable, attractive, and available to move in.

Industrial

Industrial-inclined industries include:

- Manufacturing
- Transportation and Warehousing
- Wholesale Trade

The industrial market in the Western NY region is not as strong as its office market and is projected to decrease demand for square footage by 2032. Together, the Manufacturing and Wholesale Trade industries are expected to reduce demand by 746,750 square feet while Transportation and Warehousing is expected to demand an additional 58,000 square feet across the region.

The industrial market in the 14172 ZIP Code is much stronger (proportionally) than its office market and then that of the Western NY region. By 2032, it is projected that the Manufacturing sector in the 14172 ZIP Code will need an additional 1,600 square feet of operating space. Transportation and Warehousing estimates show demand for an additional 750 square feet and Wholesale Trade 450 square feet.

Industrial uses, and their need for growth within the village will primarily be contained within the H-C Highway Commercial and I Industrial zones to the south boundary of the village.

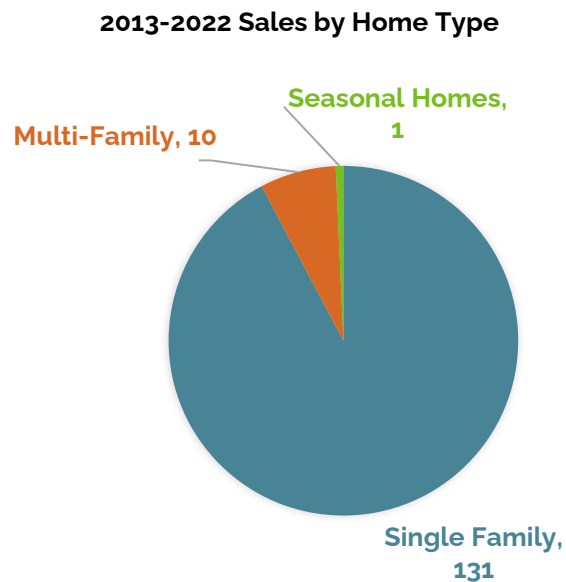
Retail

The retail industry in the Western NY region is not as strong as other sectors and is projected to decrease demand for additional square footage by 117,900 square feet by 2032. In the 14172 ZIP Code, the Retail Trade industry is the only sector that shows a decrease in demand for square footage between 2022 and 2032. It s projected that this sector will reduce its demand in the area by 180 square feet.

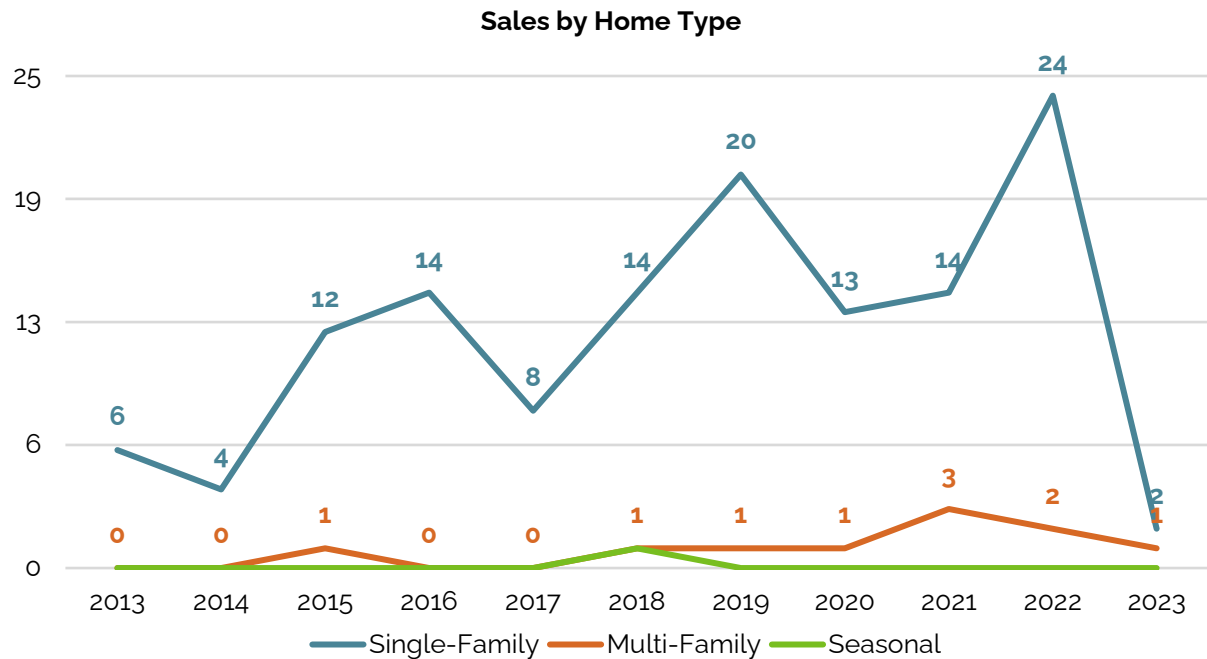
Conversion of existing retail space into an office occupancy often requires the conversion from an M to a B occupancy type. The good news is that they have similar code requirements and often can be done simply and cost effectively.

Housing

According to Landmax data, 142 homes were sold in the Village of Wilson. Most of these homes were single-family (92%). About 7% were multi-family and less than 1% were seasonal homes. An uptick in single-family homes sales was seen in 2019 and 2022. The year with the highest number of multi-family home sales was 2021.

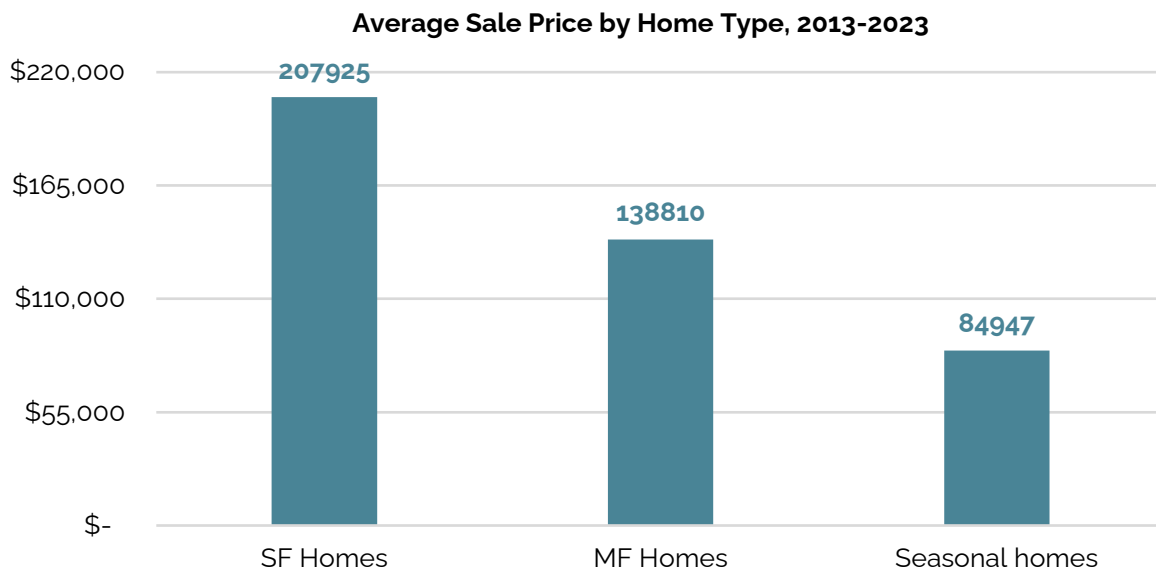


Source: Landmax Data Systems



Source: Landmax Data Systems

The average sale price of a single-family home between 2013 and 2023 was \$207,925 (adjusted for inflation). Over the same period, the median sale price of a multi-family home was \$138,810 (inflation-adjusted). The one seasonal home that was sold during this time sold for \$84,947 (inflation-adjusted).



Source: Landmax Data Systems

District Analysis

Vacancy levels

To understand the health of the district an analysis of vacancy levels and building conditions was performed. First floor and upper floor vacancy levels indicate there are unhealthy vacancy levels throughout the downtown area. Based on square footage, 33% of the first floors are vacant (27,100 sq. ft.) and more than half of the second-floor spaces are vacant (20,900). There are five buildings out of 24 (21%) that are completely empty.

Address	Occupancy 1st floor	Occupancy 2nd floor	Condition	Building sq. ft. - 1st flr	Building sq. ft. vacant - 1st flr	1st floor vacancy %	Building sq. ft. upper floors	Building sq. ft. vacant upper floors	Upper floor vacancy %
310 Lake Street	Occupied	Occupied	Good	6300	0	0%	4250	0	0%
270 Lake Street	Vacant	Occupied	Fair	1500	1500	100%	600	0	0%
337 Lake Street	Vacant		Poor	12000	12000	100%			
288 Young	Occupied		Good	1500		0%			
284 Young	Occupied		Good	2500		0%			
268 Young	Vacant	Vacant	Fair	5500	5500	100%	5000	5000	100%
264 Young	Vacant	Vacant	Fair	2000	2000	100%	2000	2000	100%
250 Young	Occupied		Excellent	18000		0%			
230 Young (residential)	Occupied	Occupied	Fair	1500		0%	1500	0	0%
231 Young (residential)	Occupied	Occupied	Fair	1500		0%	1500	0	0%
233 Young (residential)	Occupied	Occupied	Fair	850		0%	850	0	0%
239 Young	Occupied	Occupied	Good	2700		0%	1800	0	0%
241 Young - garage									
245 Young - vacant parcel									
251 Young	Occupied	Occupied	Good	700		0%	500	0	0%
255 Young	Vacant		Fair	2000	2000	100%			
259 Young	Occupied	Vacant	Fair	3600		0%	7200	7200	100%
263 Young	Occupied		Good	2100		0%			
269 Young	Occupied	Occupied	Excellent	5000		0%	2100	0	0%
273 Young	Occupied	Vacant	Excellent	1457		0%	1400	1400	100%
277 Young	Occupied	Vacant	Good	1200		0%	1200	1200	100%
279 Young	Vacant	Vacant	Fair	1800	1800	100%	1800	1800	100%
283 Young	Vacant	Vacant	Poor	1700	1700	100%	1700	1700	100%
289 Young	Occupied	Occupied	Fair	3500		0%	3500	0	0%
319 Catherine	Vacant	Vacant	Fair	600	600	100%	600	600	100%
309 Catherine	Occupied	Occupied	Fair	2000		0%	750	0	0%
Total				81507	27100	33%	38250	20900	58%

Source: LaBella Associates

While the vacancy levels are a concern, many of the vacant buildings and spaces provide significant opportunities for redevelopment. The upper floors of the three-story historic building at 259 Main Street offer incredible potential for attractive loft residential space or accommodations. Across the street, 264 and 268 Main Street

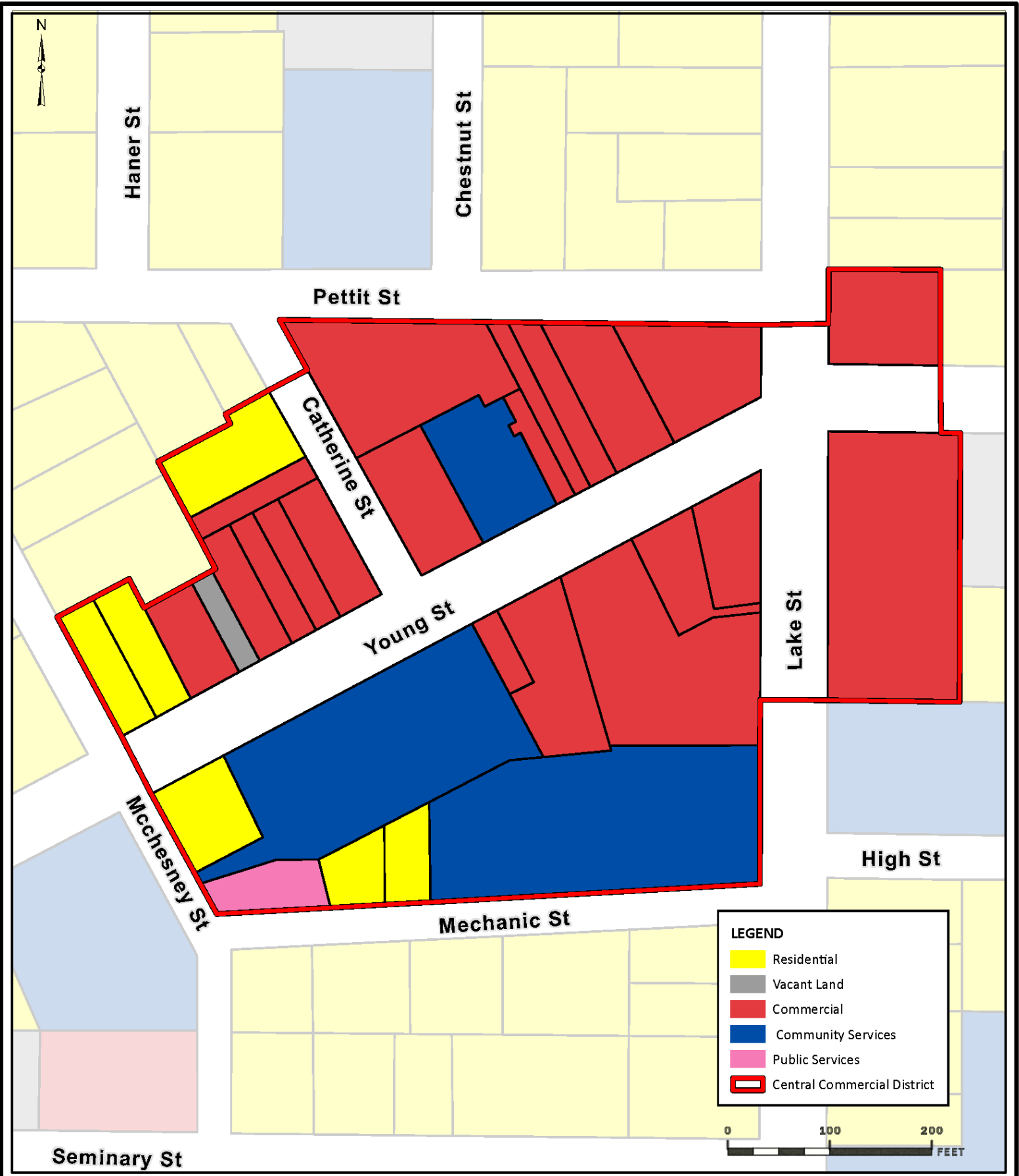
also provide opportunities for innovative mixed-use redevelopment opportunities. As with all Main Street redevelopment efforts one or two owners need to take a risk and set an example to propel the long-term revitalization of downtown and these buildings are prime candidates.

Land Use

Based on data from the Niagara County Real Property services, the downtown area includes a mix of land uses including, commercial, residential, community services, and vacant land. The breakdown of uses in the 7.25-acre district is as follows:

- Commercial – 4.19 acres
- Community Services – 2.12 acres
- Residential - .77 acres
- Public Service - .12 acres
- Vacant - .05 acres.

Clearly some of the commercial properties downtown are mixed-use properties with commercial uses on the first floor and residential on the upper floors, which is not reflected in the real property data.



Comparable Community Profiles

Several communities across New York State may provide models and inspiration for downtown redevelopment in the Village of Wilson. The following communities have similar populations, are near water bodies, and benefit from tourism.

Hammondsport, NY

Hammondsport has an ideal location on the south end of Keuka Lake in the Finger Lakes Wine region. While it has a small population of only 583 people, its downtown is healthy with little or no vacancies. Its commercial corridor is situated around the attractive Pulteney Square Historic District, and it hosts a variety of year-round, and tourist focused businesses including restaurants, antique shops, services, accommodations and banks. Places of worship are also within and near the square.

Upper floors are occupied primarily by residential uses. Some of the residential homes in and around the square have been converted into restaurants, accommodations, and service business. A visitor center is also in the center of downtown.

The public realm is well maintained with newer sidewalks, street trees, landscaping and benches in the park. There is a small public parking lots and the streets maximize the use of parallel parking spaces. While the lights are not decorative, they have been painted black, and banners hang from the poles.



Shethar Street is a vibrant mixed-use Street in Hammondsport s Village center.

Youngstown, NY

The Village of Youngstown is located nearby in Niagara County along the Niagara River. The population of around 1,900 people is a little larger than the Village of Wilson. While Youngstown's downtown is not as vibrant as Hammondsport, it provides a model for occupancy, streetscape, and preservation of properties. There is minimal vacancy, and spaces are occupied by restaurants, unique shops, accommodations, and services such as hair salons.

The 2nd floors appear occupied with residential units and some benefit from views of the Niagara River on the east side. Like Hammondsport, some of the residential structures have been converted to restaurants, accommodation, or services.

A park straddles the north part of downtown and Main Street is part of the Great Lakes NYS Seaway Trail that leads to Fort Niagara. While there does not appear to be a public parking lot, a side street, Hinman Avenue, has been widened to accommodate head-in public parking. The public realm includes brick sidewalks, corner bump-outs, decorative human-scaled lighting, and street trees.



Main Street in Youngstown is the spine of an attractive downtown along the Great Lakes Seaway.

Sackets Harbor, NY

The Village of Sackets Harbor has a population almost equivalent to Wilson with 1,351 people. Its Main Street is an unassuming collection of repurposed historic properties that include a variety of businesses. Like the other two communities above, the mix of businesses includes restaurants, banks, accommodations, services, and small retail spaces. The Main Street is part of the Sackets Harbor Village National Register Historic district.

The Market Square park provides both park space, a pavilion, and public parking. Market Square Park extends and complements a green space across the street in front of Sackets Mansion. The street is enhanced by landscaped bump outs, newer sidewalks, street trees, and short, very human-scale decorative lighting standards.



Sacket Harbor s Main Street leverages its historic charm.

Lessons Learned – Comparable Community Models

Based on the analysis of the comparable communities some common themes emerged that the Village may want to consider:

1. **Streetscape upgrades, including more street trees and decorative lighting.**

The Village has mature street trees, but the wide width of the road lends itself to periodic bump outs to extend landscaping and street trees to help soften and enclose Main Street. The bump outs can also be used to reduce the crossing distance for pedestrians and may slow down traffic.

Cobra head lighting attached to utility poles illuminates the street. While it may be an expensive challenge to remove and bury the multiple utility connections on the poles, removing the cobra head lighting and placing shorter decorative lighting below the utility lines may be feasible. The lower-level lighting will provide illumination for the street, sidewalks, and building facades while it will draw attention away from the unsightly utility lines.

2. **Provide a limited mix of uses.** Based on the comparable communities, and market analysis, the following uses appear to be feasible:

- a. Restaurants and similar food or beverage establishments
- b. Small scale accommodations
- c. Basic services like banks and salons
- d. One or two unique local retail stores
- e. Upper floor residential

3. **Create downtown public amenities.** All the comparable communities had a park and two had formal public parking lots. The former deteriorated grocery store property provides a strategic opportunity for the Village to potentially acquire and demolish the building and convert the large parcel to a hybrid park, event space, farmers market, and public parking.